



Llywodraeth Cymru
Welsh Government

Innovation

Adventa

Adventa launches unique product ranges worldwide with Welsh Government innovation support



Adventa's Glass mount, developed with innovation funding

Powys-based **Adventa** was established in 1983 as a family-run business specialising in injection moulding. More than three decades later, the company has become a leading designer and supplier of instant print products for global wholesale and trade customers, with a robust product catalogue featuring everything from magnets and keyrings through to phone cases and wall art. Keen to ensure it stayed ahead of the curve in a fast-paced sector, Adventa sought innovation funding to develop a new product range and extend its global footprint. The support not only contributed to an increase in turnover but also encouraged the company to embrace new materials, design approaches and technology.

As specialists in injection moulding, Adventa had built a solid, family-run business based on instant print products for trade and wholesale customers. With the aim of being the number one specialist global supplier of such products in a market that was evolving rapidly, the company needed to develop its product range and boost its export business.

The firm had developed a contemporary range of glass-mount photo frames using a toughened safety glass, but the manufacturing process involved applying the backs by hand,

Adventa Key Achievements:

- Innovative approach embraced new materials, design approaches and technology
- Developed two new product ranges and grew export business by 32% in two years
- Turnover increased by 30% in the two years since accessing innovation support
- Company has become a leading designer and supplier of instant print products for global wholesale and trade customers

which was neither efficient, nor cost effective. Welsh Government innovation funding helped the team to develop a new glue machine that would apply the backs automatically, at high speed. The machine also helped Adventa create another new range of products known as the QuickPro Artwrap – a unique canvas wall art product that uses a strong board construction and a patented fold-and-lock system.

Knowing these products would appeal to a global market, Adventa also sought Welsh Government guidance on developing its export business and was supported in launching both product ranges at the Photokina exhibition in Cologne – a leading global trade fair for the photo, video and imaging sectors.

Innovation funding supports the key objectives of the 2015 Wellbeing of Future Generations Act, particularly the drive to create a more prosperous Wales. Adventa’s turnover grew by more than 30 per cent in two years while receiving innovation support, helped substantially by the sales of its new products. After attending Photokina, Adventa saw a 32 per cent rise in net sales to overseas businesses and believes attending the event also helped to achieve greater international brand awareness.

“Our turnover wouldn’t be growing year-on-year, if it wasn’t for our investment in research and the development of new products. Innovation and design is imperative to our growth and that’s why the support and funding we received from the Welsh Government has been invaluable. The advice, support and expertise received from our innovation specialist was superb. The whole process was smooth and has made a significant impact on the production speed of a pivotal product range for us.”

[Mark Morrish, Managing Director, Adventa.](#)

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To find out more about funding and support
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