



marchantcain

West Midlands Forum For Growth
SMEs' Part in the Future
18 September 2018

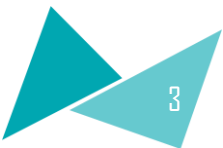
How the Company Started

- Founded in 2006 by Rob Marchant who felt his expertise in mechatronic engineering, particularly window regulator design, development and manufacture would be valuable to many OEMs.
- First proper office on Coventry University Technology Park 2010 - 2012

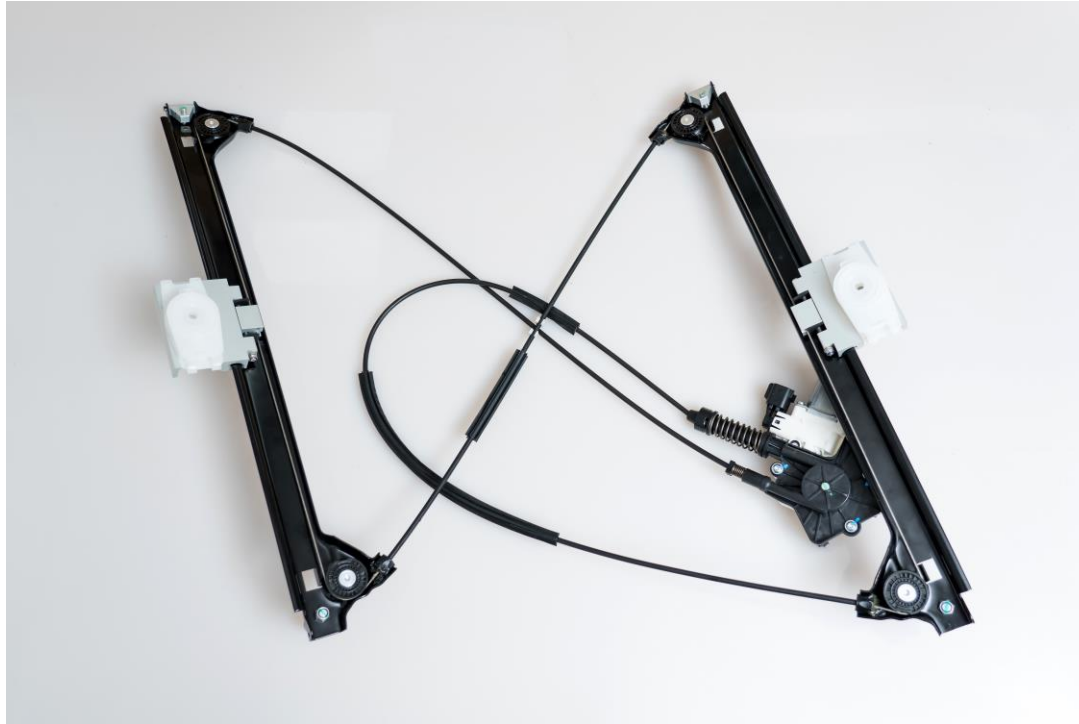


Products, Customers, USP

- Design, development AND manufacture of mechatronic components for low volume automotive OEMs
- **Problem solvers** of challenging aspects of mechatronic engineering
- Core competencies in
 - Window regulators
 - Active aerodynamics
 - Electrochromatic glass
- Low volume manufacturing for **niche** OEMs



Products – window regulators



Products, Customers, USP

- All products are bespoke
- Replica Ferraris for the Ron Howard film “Rush”
- Underbody actuator for Porsche 918 Spyder hypercar
- Electrochromatic glass in Bentley Mulsanne Limousines
- Window regulators for Jaguar Land Rover
- Window regulators and wiper systems for Rimac, Croatia
- 3D printed window regulator for first 3D printed hypercar
- **“Appropriate” technology, tools, processes and materials to accommodate clients’ “red book”**

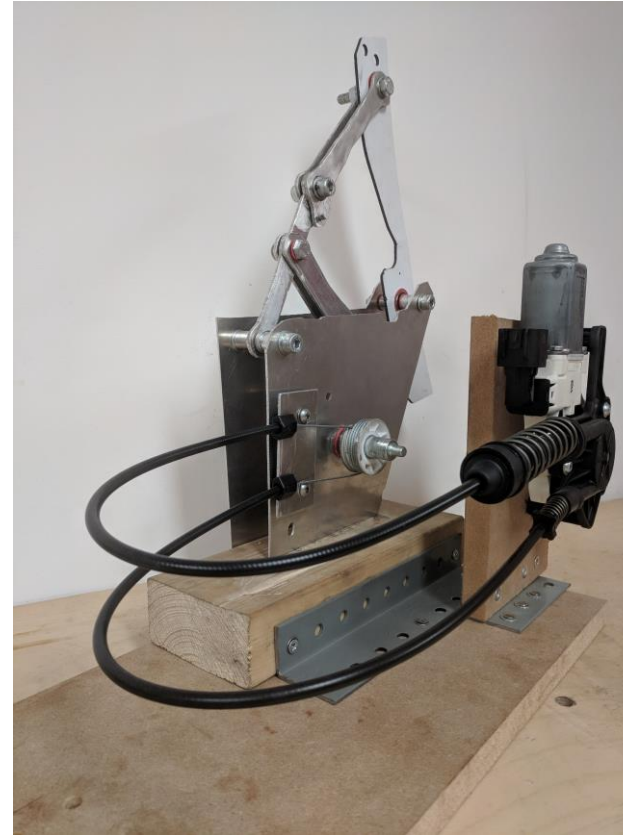


Products – active aerodynamics

Underbody actuator for Porsche 918 spyder hypercar



“Prototype” of rear aero wing mechanism using cable technology



How we have succeeded

- **Grants and loans** from local organisations including Birmingham Tooling Loan Fund
- Goldman Sachs £10K Small Businesses programme via Aston University - alumni
- Other **university assistance** for theoretical knowledge input
- Relevant trade shows at **NEC** – knowledge and resource information with no travel costs 😊
- **Coventry and Warwickshire Local Enterprise Partnership** assistance in many areas
- **Local, quality, agile suppliers** for automotive
- Our brilliant **work force**



Future growth

- Finding the right staff – skills, culture, ethos, attitude and aptitude
- Finance, cash flow, finance, cash flow, finance, cash flow, finance..
- New
markets (China, India) / sectors (rail, aerospace) / customers

