

# Process Instruments targets £1 million in sales with export plans

Burnley-based Process Instruments is targeting growth with the launch of a new 'Autopool' product set to be exported to the US, Australia and South Africa, with support from the Department for International Trade (DIT).

The Double Queen's Award winner has launched Autopool, a product for controlling chlorine in pools, and the system has been designed to reduce the level of chemicals, maintenance and energy usage.

It took the systems it already provides organisations in the energy and water, food and drink and leisure sectors and built Autopool as a cost-effective system for commercial use.

Established in 1998, Process Instruments (Pi) is a leader in designing and manufacturing water analysis instruments and already trades in 60 countries. With a turnover of £4 million, the company employs 35 people with offices, a laboratory and new manufacturing facilities in Burnley.

To help target new markets for Autopool, Pi accessed support from the Department for International Trade's (DIT) Internationalisation Fund, which helps businesses explore and develop overseas markets. The fund runs until March 2023 and has been designed to give Lancashire SMEs access to match-funded grants of between £1,000 and £9,000.

Mike Riding, Pi's managing director, commented on the export plans. He said, "Our business has an established reputation in water analysis, and the development of Autopool was a logical progression for the business.

"Demand for the product is strong, and we've already had substantial orders placed, but we expect to generate sales of over £1 million within 18 months. Although we have customers in over 50 countries, we needed support from the DIT to help us establish links with new sales outlets.

"The nature of our business means exporting has always been a priority, but the DIT's support has made it easier, especially with our plans for Autopool. We intend to build on the traction we have in English-speaking territories such as the US, Australia and South Africa, but then move into Asia Pacific markets."

Vera Grantham is the International Trade Adviser working with Pi,

She added: "The Internationalisation Fund grant provides match-funding to enable exporters like Pi to take new products and develop new overseas markets. It helps companies undertake vital market research and look at the best way to reach new audiences.

"It's been great to help play a part in Pi's success as the DIT has been able to provide export services that's stimulated the business' growth."

To apply and discover how the Department for International Trade can help achieve export ambitions and boost business visit [www.great.gov.uk](http://www.great.gov.uk) or contact Lynne Gillen, Export Manager for Lancashire, [lynne.gillen@trade.gov.uk](mailto:lynne.gillen@trade.gov.uk) Tel: 07425 224023

Notes to Editors

The £38m Internationalisation Fund runs until March 2023 and aims to help 7,600 SMEs in England to export. It is supported by the European Regional Development Fund (ERDF) and is managed through four regional projects: The Northern Powerhouse Internationalisation Fund, Midlands Internationalisation Fund, South Internationalisation Fund and London Internationalisation Fund. The fund can be used to support areas including PR, market research, consultancy on IPR, translation / cultural advice, social media and SEO, participation in trade shows, market development including visits, routes to market, and overseas business environment due diligence.