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Accelerator Case Study



Apexis Engineering



Sector: Engineering/ Manufacturing **Location:** Derby **Size:** Micro **Turnover:** £250k

About the business

Apexis Engineering is a mechanical engineering company based in Derby. Established in 1999, the business has built a strong reputation for delivering high-quality, bespoke machinery and custom-engineered equipment to manufacturers and OEMs across multiple sectors. The company is led by two directors, Craig Harbron and Seleena Creedon, who bring extensive technical expertise and hands-on industry experience to every project.

Challenges faced

A big challenge for the business was attracting the right kind of enquiries when they moved from a design office to an industrial unit and added on the manufacturing and assembly services to their existing service of mechanical design engineering. After the founder of the business retired the rebrand became a critical business action to take. The business, previously Bennett Engineering Design Solutions, was renamed to Apexis Engineering, to move away from just the design service line and to give the business a more corporate feel compared to the family name it was.

After a challenging revenue year in 2023/24, the company repositioned itself by adding new services and relocating to an industrial unit in Derby.

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In 2025 the business name changed to Apexis Engineering to better reflect the services it provides, to reposition itself better to new and existing clients and to reflect the aspirations and plans under new ownership after the management buyout.

Solution - Support Given

To support future growth, it became clear that the business needed a full rebrand and a new website to clearly communicate its evolved offering and attract the right enquiries.

Seleena and Craig have been members of the Chamber's East Midlands Manufacturing Network (EMMN) since 2024 and are regular attendees of the Derby Manufacturing Network meetings. Through this network, they gained valuable opportunities to learn about local business support, as well as to meet and collaborate with other manufacturers across the region.

By attending EMMN events, they became aware of support available through the Accelerator project and were introduced to Business Adviser Sonny Lakhani. Sonny provided one-to-one advice and outlined the most appropriate support options based on the business's growth ambitions. The business was successful in securing a Growth Voucher, which enabled them to undertake a full rebrand and develop a new website.

Impact - The Difference it's Made

The rebrand has had an immediate and significant impact, securing the largest order in the company's history from a long-standing client. The project includes the design, manufacture, and installation of bespoke machinery for a major building products manufacturer in the East Midlands.

The new branding and website have re-engaged existing contacts through email marketing and LinkedIn activity, leading to new conversations and projects spanning its full range of services.

The rebrand has also strengthened business stability, safeguarding the roles of directors Seleena and Craig, building a strong pipeline, and giving confidence to plan the recruitment of a senior design engineer to support future growth in the coming year.

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A word from the business:

“The support we have received from Sonny has been totally transformative for us as an SME; that was something we weren’t expecting when we applied for the Growth Voucher. Sonny has taken the time to get to know us as business owners, understand our business issues, review our business plans and help our confidence in rebranding the business which always comes with risks. We’re grateful to have the Growth Voucher but we’re more grateful to have had such a sound business adviser spend time with us and support us.”

Craig Harbron, Director

Accelerator has provided:

- 1 to 1 Advice
- Growth Voucher
- East Midlands Manufacturing Network

Impact to business:

- Increased Brand Awareness
- Increased engagement with past clients leading to new enquiries
- Safeguarding jobs
- Increased turnover
- Forecast to recruit additional roles to support growth

This project is funded by the UK Government through the UK Shared Prosperity Fund and delivered by East Midlands Chamber.