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Accelerator Case Study



Baltex

Shaping the future of technical textiles

Innovation, quality and performance

DISCOVER MORE

Sector: Fabric Manufacturing **Location:** Erewash **Size:** Small **Turnover:** £4.5m

About the business

Baltex, based in Ilkeston, Derbyshire designs, manufactures and supplies high performing technical textiles (advanced knitted fabrics) for high performance markets. Business activities include developing and producing specialist textile materials and finishes for applications across sectors such as aerospace, military/defence, healthcare/medical, plus composites and automotive.

Established in 1831, Baltex also produces textile finishes and treatments – including hygiene/comfort focused options for the healthcare sector. It has 48 employees.

Challenges faced

One of the key barriers to growth has been an increase in cheaper alternatives from abroad. In addition, increased operating costs – energy bills, National Insurance, National Minimum Wage, Living Wage – have all added to the pressure on margins and investment. The business was also wanting to access new markets but had limited resources.

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Solution - Support Given

Baltex had been supported by East Midlands Chamber Business Adviser, Richard Smallwood and the Accelerator project. Richard supported the business with a business diagnostic and guidance on the Export Accelerator grant application. Baltex was successfully awarded a grant of £5,242 which has helped fund attendance at the Enforce Tac exhibition in Nuremberg, Germany.

The trip has provided market insights to launch its products to new overseas markets and offered valuable opportunities to build new relationships with international buyers, distributor and industry experts. It has also helped the business to benchmark its products, streamline its current supply chain and accelerate product development.

Impact - The Difference it's Made

Baltex has had new enquiries from 30 companies because of this overseas trip and is working hard to convert them. In terms of efficiency and streamlining of processes the business has saved approximately 20 hours thus far.

The overseas trip has enabled Baltex to gather market intelligence on regional demands, compliance requirements and customer expectations. This insight is helping the business tailor products for export, identify suitable entry points and build strategic relationships for a successful market launch.

Support will also help create one new machine operator position.

A word from the business:

"We are delighted to have had support from the Accelerator programme, and this will help us to drive growth in export sales."

Charles Wood, Managing Director

Accelerator has provided:

- 1 to 1 Advice
- Export Accelerator

Impact to business:

- New Market Entry
- Increased Enquiries
- Streamlining Processes
- Improved Competitiveness
- Job Creation

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