

PRESS RELEASE

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Healthy competition – or is the heat on in the industry?

Ventcroft, one of the UK's leading manufacturers of fire and intruder alarm cable is bucking the UK trend in manufacturing and continues to grow from strength to strength despite stern competition in the market place.

The company has seen significant growth in the last three and a half years and expanded four fold, winning awards for inward investment and competing against some of the larger established companies in the UK. Beginning as a relatively small player in the market Ventcroft has grown at the expense of other companies and its stealth strategy is paying high dividends as it continues to win market share.

The growth has come at a price though as the company has become increasingly aware of a movement in the market to discredit the company and its product range, most specifically it's Fire Performance cable. As a company keen to continue to grow in this market sector Ventcroft has felt it appropriate to understand the dynamics of this activity, and has involved their local MEP, Brian Simpson to represent them at a European level.

A question has been asked in the European Parliament for Peter Mandelson, the European Commissioner for competition to investigate the actions of some of the leading cable manufacturing companies.

Asked in and published on the European Parliament's web site, question P-5203/06 asks:-

“Can the Commission investigate whether a cartel exists in the area of fire performance electric cables, led by the major cable manufacturers, and is it aware that these companies are using underhand and unprofessional tactics, including the deliberate spreading of misinformation, in an attempt to kill off competition from other, smaller companies, like Ventcroft Ltd., based in my constituency?”

Whilst the question has been raised it may take a number of months for a response to be met. Commenting on the situation Jim Malone, Ventcroft's Sales Director says: “Our existing customers are very supportive and aware of the situation but we wouldn't like to think that future potential prospects are being influenced by the false statements being made in the market place. The growth in demand for our fire cable is coming from those at the sharp end, the installers, they know our cable is not only manufactured and certified to comply with the latest appropriate safety standards, they also know it is the fastest, easiest and most cost effective fire

cable to install. This years record sales, profits and unique level of investment for a UK cable manufacturer proves to the market place that we are not a company which is about to disappear – in fact quite the reverse. Ventcroft has been going from strength to strength for a number of years and we are on line after the first quarter of this year to outstrip the growth we experienced last year.”

In the meantime customer demand continues to outstrip capacity and the company has just completed a 10,000 sq ft extension to house additional automation plant which will provide further production capacity to meet the continued increased demands of its customers.

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For more information about Ventcroft please contact Ruth Palmer at Indigo Pink PR on 01782 791386 or 07740 283838 or email: ruth@indigopinkpr.co.uk

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Their state of the art multi million £ investment in new cable manufacturing plant provides the company with increased capacity, Ventcroft are now looking to continued their growth by increasing their sales force, with opportunities available for experienced sales people in both the UK and overseas.