

## Case Study 2: Tuffa UK limited, based in Uttoxeter

### Length of operation

The company was established in May 2005, as a family business. The director has more than 30 years of tank manufacturing experience. An extensive factory refurbishment was undertaken at their Uttoxeter premises in May 2015 that resulted in a vast number of changes that created a better, lighter and happier working environment.

This included upgrades and modernisation on the factory floor, improved tooling and facilities, a new maintenance programme and increased storage/stock facility. Improved organisation and the introduction of a larger stores area has benefitted stock control which in turn has led to increased buyer power. A tremendous amount of time and effort was used to ensure that such effective results were achieved; the aftermath is still taking an effect now.



### Summary of business / products / services

TUFFA UK is the leading innovator in tank manufacturing, a forward thinking market leader in product design and future technology to assist industry and the consumer. The factory is in central England, United Kingdom and is therefore logistically very well located with excellent transport links.



Tuffa UK Ltd is a plastic and steel liquid storage tank manufacturer of tanks up to 200,000 litres for a wide variety of liquids including Oils, Water, AdBlue, Chemicals and more and they deal with customers from all sectors including the domestic, industrial and commercial sectors.

### **What was the Business Development Fund used for?**

The Business Development Fund investment was used for the development of an innovative piece of web based software that would store and report data from a client's tank to the client via the web.

Although the company sells products of a similar nature from 3<sup>rd</sup> party suppliers, their research identified the need to develop an improved system that combined the two biggest demands of this sector. Tuffa will be the first to combine two technologies into one product, therefore launching an innovative product into a well established market.

### **Growth Plans**

The investment has enabled the company to launch a product into the market now as opposed to a year down the line, giving the company a competitive advantage.

The company will be able to increase tank sales, particularly in the international market,

thus increasing turnover and profitability. This will raise the business profile tremendously, by strengthening their ability to innovate.



### **The overall impact of the grant**

Being able to access the grant funding from East Staffordshire Borough Council has enabled Tuffa Tanks to finally begin work on the website development for the new and upcoming product Halo Gauge. With this in mind they are now on track for a product reveal in spring 2016.

The investment has led to the creation of 2 full time jobs and for a further four jobs forecasted to be created in 2018.