

## Case Study

**Company:** ASP Packaging Ltd

**Business sector:** Packaging

**Number of employees in St.Helens:** 26

**Premises:** Warehousing/ Industrial – 25,000 sq ft

**Location:** Old Boston Trading Estate

**Support received:** Assistance with writing and submitting an application for grant support from the Department of Business, Innovations and Skills, resulting in the award of £340,000 and general aftercare services.

### Company Profile:

ASP Packaging is a family business with a long tradition of producing flexible packaging materials for the UK's major supermarket chains. In order to safeguard the business, however, and retain its clients, the company needed to expand to be able to control the manufacturing process from start to finish and so improve traceability.

With a Head Office and administration centre in Watford, ASP Packaging decided to establish a new manufacturing base and chose St.Helens because of its convenient location, availability of premises and its history of manufacturing, in particular packaging and printing, which meant a ready workforce of skilled labour.

Following an initial investment of £2.6 million, and a successful move to the Borough, the company then needed to install a second high-tech printing machine, at a cost of £1.5million to ensure continuity of production and so increase customer confidence.

ASP Packaging approached the St.Helens Council Business Location Service, which provided advice and assistance in applying for a Grant for Business Investment, resulting in an award of £340,000.

### Testimonial:

Alan Steen, Production Director, says: "The investment in new machinery was vital to safeguard the future of the business and the financial support was very important, together with the excellent assistance we received from the Business Location team.

"We would not have been able to expand as quickly without the grant and we would not be where we are today, producing 1.5million linear metres of packaging each week.

"We have room to expand still further here and our plans for the future include moving to 24-hour production, increasing output and creating even more jobs."