GLOBAL GROWTH 100

Alex Bell profiles three of the region's International Growth 100 companies

The International Growth 100 report is back. During a period of seismic change and significant challenges, the businesses listed have dug in their heels to deliver improved year-on-year results. *Insider*'s Global Growth List ranks the North West companies, by turnover growth, based on their international sales. This year we explore how three very different North West companies have navigated obstacles to carve out growth. One is a global masterbatch manufacturer and supplier. Another is a multinational enterprise that quite literally lightens the load. And the third makes holidays last a lifetime.

43 COLLOIDS

Masterclass in masterbatch

"Everything we do gets used in every type of plastic application in the world."

The words of Colloids chief executive Russell Livesey, and a recent financial performance that backs them up.

During the 12 months to 31 December 2021, revenues hit £66.5m (up by approximately £16m), with gross profit just over £15.5m (up by around £4m).

Colloids, a global masterbatch manufacturer and inventor of high-performance black and colour masterbatch solutions, produces and supplies masterbatch to the polymer processing market.

The company is a member of the Tosaf Group and headquartered in Knowsley.

"Our biggest growth areas," says Livesey, "have been in the Middle East, Asia and the old Eastern Bloc countries.

"Further growth was generated through our current client base, too, but by also trying to develop the business into markets where we haven't had as big a presence as we would like."

Russell Livesey

Established in 1967, Colloids' end markets tend to be technical applications in the automotive world and in water pipe transfer.

As Livesey explains: "Think about the replacement of the old cast iron pipes and blue pipes that you see annoying drivers on roads up and down the country – that is pretty much our product."

He adds: "We're big in the market of both water pipes and gas pipes. And we're one of the few companies that have all the required standards to produce concentrates for that application."

Part of Colloids' 2022 strategy has been acquisitions, of which two have completed. Livesey can't reveal the names of the companies before we go to print, but says one is in South Wales and the other in Scotland.

While Colloids is in the process of opening a business in Houston, Texas – to further globalise its business platform – the two recent acquisitions follow the opening of a wholly owned greenfield factory in China in 2016.

Set up as a daughter company of Colloids, Livesey says the expansion has so far delivered good growth, and has led to more products being shipped over from the UK for proof qualifications.

Colloids has also developed a twin-track approach, sponsoring a four-year PhD studentship at the National Graphene Institute in Manchester – currently entering its second year – as well as bringing the first graphene-enhanced masterbatch, GRAPHANCED®, to market in late 2021.

"The graphene project has gone well so far," says Livesey, "although we've not seen the benefit of sales there yet. But we're hopeful for that in the future."

From an automotive perspective, Colloids has enjoyed growth in the US, but there have been tough times, particularly in the supply chain and volatility in raw material supply.

Livesey adds: "Since I took over the business 15 years ago, it has mostly been organic growth.

"And we're generating reasonably good profit. We're always trying to position ourselves at the highly technical end of the plastics market."

27 JOLODA HYDRAROLL GROUP

Lightening the load globally

Put simply, the Joloda Hydraroll Group has been a world leader in loading solutions since the 1960s.

Having invented a skate and track system, the Liverpool-headquartered group launched in 1962 and has since supplied more than 500,000 loading systems worldwide.

Joloda delivered revenues of £45.1m in the year ending 31 March 2022, 37.5 per cent up from £32.8m the previous year: and this on top of 68 per cent growth in revenues from FY20.

Gary Warner is Joloda's marketing manager and says expansion in the past 12 months is down to "growth of our automated projects and servicing divisions, while establishing ourselves in new markets".

"We've always been in the cargo industry and our products have mainly been in trailers," Warner tells *Insider*. "We've reconfigured our roller bed product to go into and on the floors of warehouses to meet the demand in cargo fuelled by ecommerce.

"The majority of the success has been in Europe so far but we have had enquiries from places including Vietnam, Taiwan and Los Angeles, as it's a standardised product that can be adopted in any warehouse."

Joloda relocated mass production of manual systems to its brand new site in Liverpool, an investment of over £1.5m, leaving its strategically important Anglesey site to concentrate on the expanding projects-led automated loading systems.

Warner adds: "To meet the demand we are experiencing, we need to hire the right talent, which continues to be a challenge."

The group has also encountered supply chain volatility. While Joloda, in its latest filings on Companies House, stated that this year's first quarter profit and revenues are on track due to a record order book and sales pipeline, the main barriers to achieving ambitions are again production and material issues.

Already boasting 360 staff, 30 distributors around the world and bases in Europe and North America, Joloda's directors are actively seeking potential acquisitions.

Warner adds: "Any acquisitions we make would have to be able to show added shareholder value in the medium term.

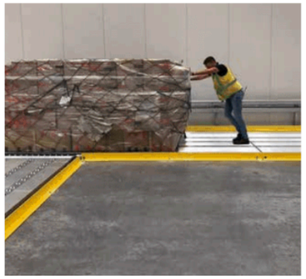
"Our latest acquisition is the purchase of the MAP (Manutention Automatique de Palettes), a division of Legras Moving Floor Systems, as well as the opening of a new company to serve France.

"Earlier this year we formed a strategic alliance with Lodamaster, a global provider of conveyor systems, and became the only distributor of Lodamaster in the UK.

"With the success we have also had since acquiring Loading Automation Inc, a North Carolina-based business, North America continues to be of strategic importance when it comes to future growth.

"We're also very much looking at better developing our marketing strategy in a bid to diversify and break into new markets, while also bringing new products into our existing markets."

Gary Warner



GLOBAL GROWTH 100

	COMPANY	LATEST OVERSEAS SALES GROWTH	OVERSEAS SALES £M	TOTAL TURNOVER £M	YEAR END		COMPANY	LATEST OVERSEAS SALES GROWTH	OVERSEAS SALES £M	TOTAL TURNOVER £M	YEAR END
1	HELP/SYSTEMS INTERNATIONAL	390.4%	43.4	57.3	Dec 20	51	BGC	34.8%	9.9	33.1	Dec 20
2	ADRD	376.5%	16.9	107.8	Mar 21	52	LOUVER-LITE	33.2%	17.7	54.4	May 21
3	AMSHOLD TRADING	368.7%	6.8	15.1	Sep 21	53	ARDENTON CAPITAL	32.4%	14.6	139.2	Dec 20
4	BENDER UK	197.2%	3.9	25.4	Dec 21	54	BLUE MACHINERY	32.4%	3.3	32.7	Dec 20
5	BERWIN RUBBER	190.9%	7.4	29.3	Dec 20	55	BOOHOO.COM UK	31.8%	345.9	807.4	Feb 21
6	CREDICO	177.1%	107.5	128.4	Dec 20	56	JAMES DEWHURST	31.7%	28.8	31.7	Dec 21
7	MAINLINE MENSWEAR	172.6%	5.8	56.3	Jan 21	57	CROWN PAINTS	31.2%	24.9	212.8	Dec 20
8	AFTAB CURRENCY EXCHANGE	126.3%	18.7	27.9	Dec 20	58	SAFIC-ALCAN UK	30.5%	17.4	65.0	Dec 21
9	INTERNATIONAL LEISURE	116.4%	12.0	115.4	Jan 21	59	ASHLEY WILDE	29.5%	7.4	52.6	Dec 21
10	PAYCO SERVICES	111.8%	6.4	16.2	Oct 21	60	PURE LEISURE	29.1%	17.9	57.3	Jan 21
11	EURO OPTIONS	98.0%	36.1	56.2	Sep 21	61	ADVANCED MEDICAL SOLUTIONS	28.7%	90.1	108.6	Dec 21
12	ENSCO 1337 (T/A ELE Advanced Technologies)	89.9%	9.8	22.6	Apr 21	62	VALMET	28.5%	6.5	32.2	Dec 20
13	EULABS	82.5%	23.9	29.4	Feb 21	63	THG	28.2%	1,270.5	2,179.9	Dec 21
14	ROWLINSON CONSOLIDATED	81.9%	13.6	76.7	Dec 20	64	GKH	28.2%	32.9	87.2	Dec 20
15	CF FERTILISERS UK	80.9%	61.6	321.1	Dec 20	65	AGILENT TECHNOLOGIES LDA UK	28.1%	40.6	159.3	Oct 20
16	CROSSLANE PROPERTY UK	79.1%	15.9	28.3	Sep 19	66	COFFEY CONSTRUCTION	27.2%	44.3	44.5	Dec 21
17	ANORD MARDIX (UK)	78.5%	39.5	93.8	Dec 20	67	FAIVELEY TRANSPORT BIRKENHEAD	25.4%	5.0	28.3	Dec 20
18	TRAK GLOBAL	73.4%	22.7	34.1	Jun 21	68	WORLDWIDE RECRUITMENT SOLUTIONS	25.4%	41.3	48.1	Dec 20
19	GLEN DIMPLEX HOME APPLIANCES	72.3%	11.2	96.8	Sep 21	69	FLAMEPROOFINGS	25.0%	4.9	27.6	Mar 21
20	AO DEUTSCHLAND	68.4%	215.9	215.9	Mar 21	70	ARMOUR	23.0%	28.8	29.6	Dec 20
21	KAS METAL	65.9%	33.9	42.0	Jul 21	71	NORWEST FOODS INTERNATIONAL	22.2%	122.1	143.8	Oct 21
22	JOHN GOOD LOGISTICS	65.2%	9.1	77.3	Dec 20	72	SIMONSTONE ESTATE	21.9%	8.1	64.0	Sep 21
23	BRITISH CABLES	63.5%	5.9	38.0	Jun 21	73	ZLS	21.6%	34.1	47.3	Jun 21
24	DUO PACKAGING	59.9%	4.0	29.3	Dec 20	74	MERLIN DIESEL	21.6%	29.5	48.3	Jul 21
25	PDT	58.0%	22.3	33.9	Jun 21	75	MDS GLOBAL	21.1%	4.2	26.1	Dec 20
26	RSK	57.0%	88.2	350.5	Apr 21	76	AZENTA UK	20.9%	46.3	52.1	Sep 20
27	JOLODA HYDRAROLL	56.7%	15.7	32.8	Mar 21	77	OLIVER JAMES ASSOCIATES	20.7%	107.9	173.5	Dec 20
28	CRP SUBSEA	56.5%	38.8	48.8	Dec 20	78	APS	20.1%	33.6	163.7	Jan 21
29	SOLENT GLOBAL	54.8%	15.0	74.1	Dec 21	79	MARBLEGRANGE	19.8%	4.7	43.2	Dec 21
30	FORREST FRESH FOODS	50.7%	10.2	51.7	Apr 21	80	LEESON POLYURETHANES	19.5%	6.6	26.8	Dec 20
31	QUINTESSENTIAL BRANDS UK	47.3%	25.6	99.9	Mar 21	81	SEARCHLIGHT ELECTRIC	19.0%	8.1	29.6	Jun 21
32	EDGE WORLDWIDE LOGISTICS	46.4%	17.0	149.7	Jun 21	82	VISION LINENS GLOBAL	18.9%	15.1	36.0	Dec 21
33	BENROSS MARKETING	46.0%	3.0	26.7	Jan 21	83	PROSEAL UK	18.8%	31.1	58.9	Dec 20
34	TANDOM METALLURGICAL	45.5%	55.0	99.3	Aug 21	84	MILLIKEN INDUSTRIALS	18.6%	82.9	117.9	Nov 21
35	WOOD PARK FOODS	45.2%	26.2	77.6	Mar 21	85	FAYREFIELD	18.3%	52.3	166.1	Dec 20
36	SADAQAT GLOBAL	40.8%	9.3	52.5	Jun 21	86	HYDRAULIC AUTHORITY	18.2%	23.7	42.2	Mar 22
37	ECOLAB	40.6%	70.0	200.6	Nov 20	87	RMS INTERNATIONAL	17.7%	21.3	57.9	Dec 20
38	ASHVIN METALS	40.5%	12.6	65.7	Sep 21	88	SAFEGUARD WORLD INTERNATIONAL	17.0%	53.0	57.2	Dec 20
39	WHEATSHEAF	40.1%	11.5	28.9	Dec 20	89	GRAHAM & BROWN	16.6%	39.1	80.8	Dec 20
40	FANATICS (INTERNATIONAL)	39.9%	82.4	148.1	Dec 20	90	SHERLOCK FOODS	16.1%	59.4	102.8	Dec 20
41	LITTLE GREENE	39.4%	15.8	39.3	Oct 21	91	LABWARE	15.5%	45.4	53.4	Dec 20
42	OP ACQUISITIONS	39.0%	114.1	115.2	Dec 19	92	MISSGUIDED	15.5%	94.3	202.0	Mar 20
43	COLLOIDS	38.1%	51.0	66.5	Dec 21	93	NORKEM	15.4%	163.9	219.3	Dec 21
44	EUROSTATION	37.0%	7.0	69.9	Dec 20	94	FAIRWAY	14.9%	3.4	31.4	Mar 21
45	FREETHINKING	36.6%	84.7	84.7	Mar 21	95	M & S LOGISTICS	14.9%	64.2	69.6	Dec 20
46	TANGERINE	36.5%	19.3	32.6	Jun 21	96	FAYREFIELD FOODS	14.4%	43.4	156.6	Dec 20
47	ARMSTRONG PUMPS	36.2%	19.8	45.0	Dec 19	97	BRYDEN CAPITAL	14.3%	39.1	44.1	Mar 21
48	PHMG	36.1%	25.9	56.4	Dec 20	98	MKS INSTRUMENTS UK	14.0%	22.4	40.2	Dec 20
49	SCENT GLOBAL	35.5%	20.4	47.0	Feb 21	99	M & I MATERIALS	13.7%	54.2	56.7	Mar 21
50	A SCHULMAN THERMOPLASTIC COMPOUNDS	35.4%	31.6	37.4	Dec 20	100	AMES GOLDSMITH UK	13.6%	66.7	67.6	Jun 20

Note ranked by overseas sales growth for companies with overseas sales greater than 10% of total sales
Source Insider research, Experian MIQ 2022


John Morphet

60 PURE LEISURE

Custodians of leisure

John Morphet has worked in the leisure industry for 50 years and has acquired almost 60 businesses since starting Pure Leisure in 1986.

The Carnforth-headquartered group posted revenues of £57.3m in the year to 31 January 2021, down by £2m on the previous year. Operating profits, however, came in at £15.5m, up from £7.4m.

The group acquired three holiday parks in the North West during the financial year and sold three parks, with an estimated gain on the sales being £79m.

Royal Westmoreland, a 750-acre estate with a golf course offering properties ranging from two-bedroom luxury apartments to exclusive villas, has long been the group's flagship site.

This summer, Pure Leisure snapped up a business in Kenmore called Mains of Taymouth, which boasts 200 log cabins.

"We also rent out 41 luxury holiday homes on the shores of Loch Tay, which is 17 miles long," Morphet tells *Insider.*

"We're hoping to get planning permission for a very upmarket timber lodge development in the Scottish highlands to add to our Royal Westmoreland business and to expand on the brand in Barbados essentially."

Discussing the past 12 months, Prestonian Morphet uses one word: "Interesting".

"Yes, there have been lots of challenges. When we came out of Covid, everybody wanted a holiday and a holiday home. This year there's talk of recession and energy prices going through the roof. Business has been much slower.

"While sales have been quite slow, just recently everybody seems to want a holiday home again. I'm now hoping that there is no recession and that they get a handle on the electric prices as they are particularly volatile for commercial businesses."

Looking back on his mammoth journey in international business so far, Morphet says: "There have been so many landmarks, from starting on day one with next to nothing, to buying our first caravan park. It's been a very pleasurable and roller-coaster-type trip.

"Although I have started businesses in Cyprus and Spain, a big move was buying Royal Westmoreland in Barbados."

And his tips for future international business leaders: "Never put off until tomorrow what you can do today. It's important that you keep your finger on the pulse and that you keep in touch with your staff and the general public.

"Look at the consensus of your business and what people think about it. If there are any issues, try and correct them."