
Reynolds Technology Engage Rowan to Access New Markets

The Rowan Group has helped a major manufacturer of bicycle and sporting equipment to diversify its client base and move into new markets, through its hands-on practical support. Reynolds Technology has been able to target three new industrial sectors for its products, and is already achieving sales success.

Reynolds Technology is an innovative manufacturer of high quality, high performance equipment for the sporting and leisure goods market. In order to grow the business the company needed to diversify into new sectors but could not justify taking on additional permanent sales & diversification resource at this point in its expansion.

Rowan was brought in to provide expert help and hands-on practical support as part of a Birmingham Business Link Diversification project. Rowan helped Reynolds Technology to focus extra resource in the areas needed and provided the right personnel to work with Reynolds's existing staff and generate high quality market intelligence, sales and marketing support that resulted in the generation of a significant number of sales leads.

"It was a real breath of fresh air working with Rowan," says Reynolds Technology's Managing Director Keith Noronha: "They helped us to look at our markets in different ways and backed everything up with really helpful market intelligence, not just a few meaningless statistics. Rowan was with us every step of the way in the diversification process and the team's focus on generating commercial returns instead of writing reports has ensured that we are now involved in discussions with a number of potential clients in new industries.

Rowan began with in-depth intelligence gathering into the sector to find specific industries and markets that might benefit from Reynolds products. The team then targeted customers in those markets, focusing on the marketing methods which would best reach each group. In addition to this, Rowan evaluated and refined the sales processes and systems, and also assisted Reynolds with the development of new marketing materials.

"This is an excellent example of what we can do for customers who are already successful but need to diversify into new markets," says Chris Rattigan, Rowan's Managing Director. "This is one of the things we do best – looking creatively at the potential of a company and helping it to grow its business."