



Champions of Trade

STORIES OF TRANSATLANTIC SUCCESS

#CHAMPIONSOFTRADE

Champions of Trade

ABOUT THE PROJECT

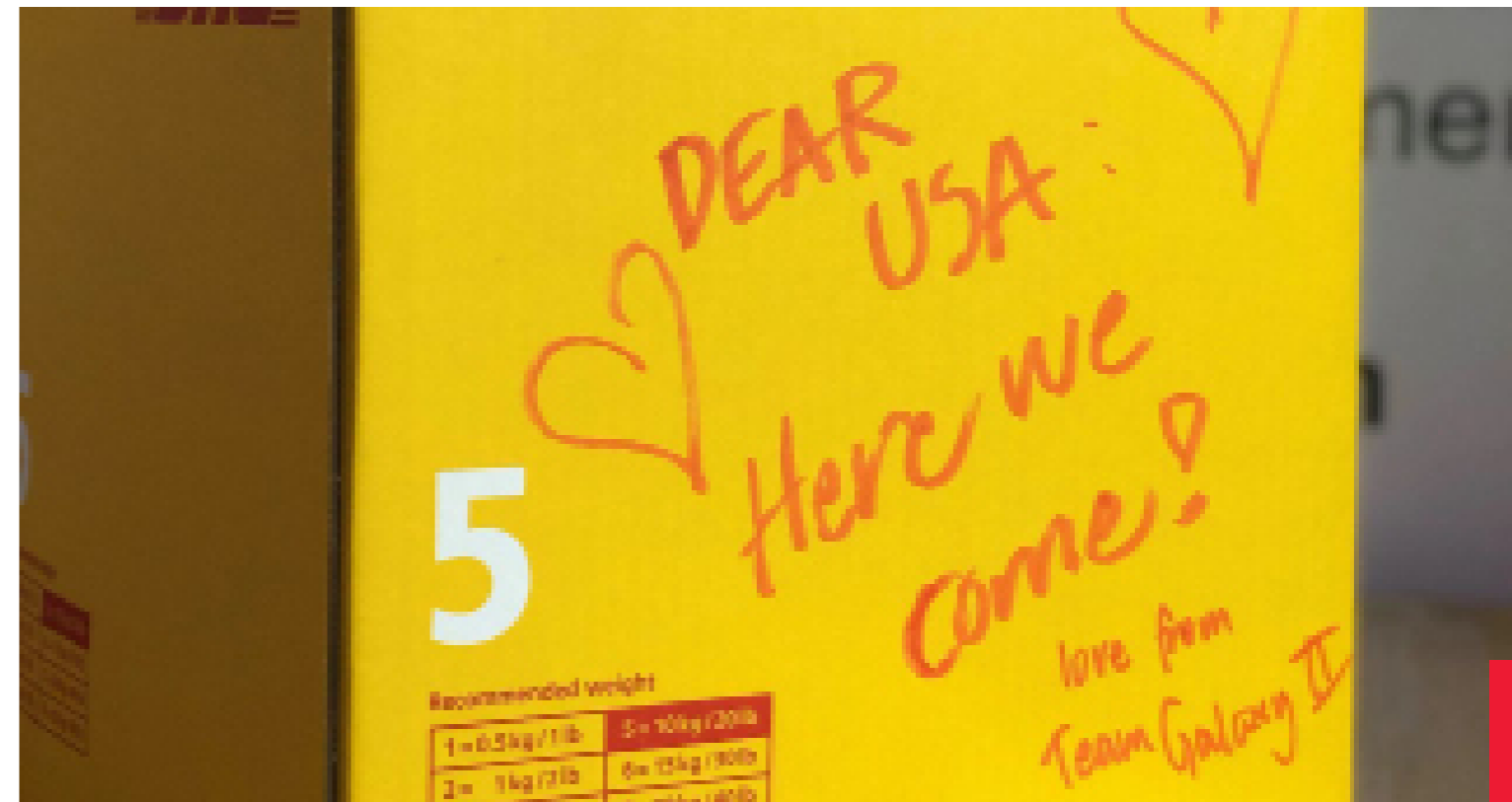
The transatlantic trade and investment relationship between the UK and the U.S. is already one of the world's greatest success stories. Products proudly made in Britain fill the shelves in American stores and vice-versa. Thousands of people have jobs, are inspired by, and benefit from the economic integration of the United States and the United Kingdom. Transatlantic trade and investment has become part of the inner fabric of many British and American companies and of many people's lives.

Champions of Trade is an initiative developed with the goal to tell the many stories that underpin this special relationship beyond the numbers. Produced by BritishAmerican Business (BAB) in partnership with the U.S. Embassy in London and linked to the wider efforts made by governments and the business community, Champions of Trade introduces us to the companies and people who represent the success of the

transatlantic economic relationship.

This brochure features a snapshot of the many stories that can and should be told. Learn about the innovative products that are being designed and traded, the companies that make them, and the people behind it. Be surprised by how many people in the UK and the U.S. have very personal transatlantic stories to tell. Imagine the excitement that entrepreneurs feel when they break through to a new market. Realise how many people, colleagues, friends, business owners, political representatives, local leaders and neighbours are professionally and/or personally linked to the transatlantic corridor.

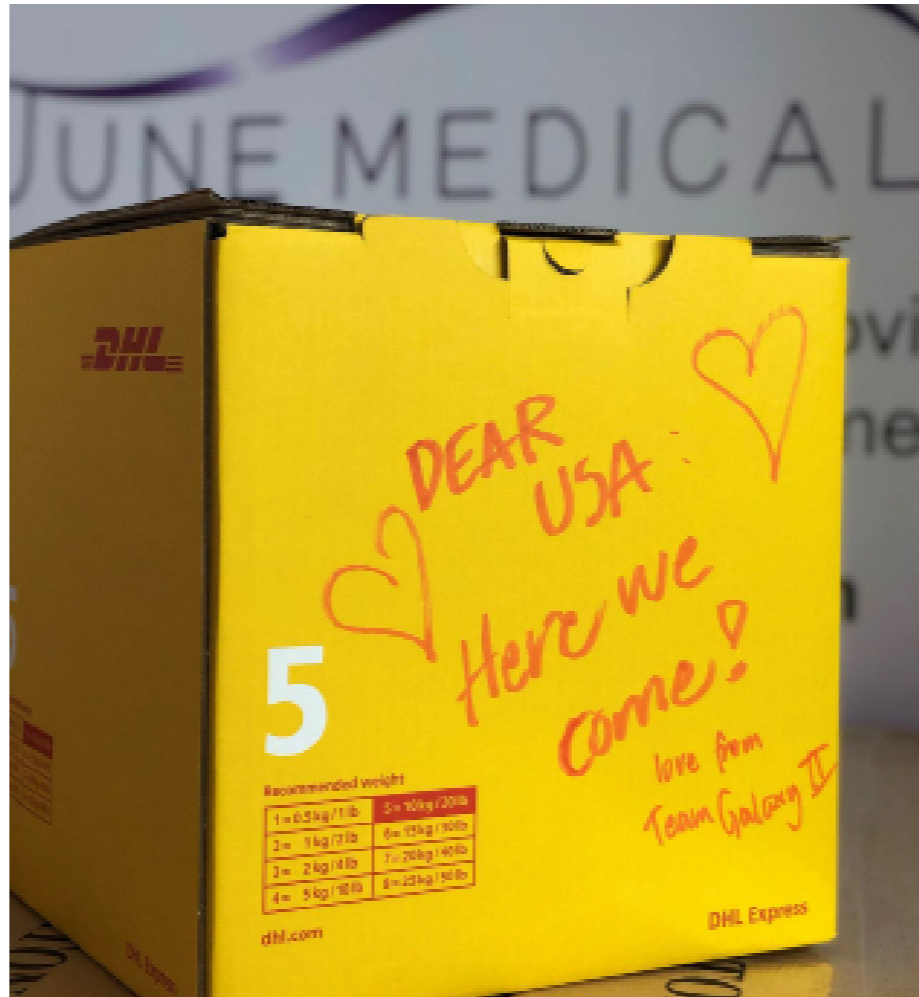
Join us and spread the word as we are building a community of 'Champions of Trade' based all over the UK; a community that will help sustain the momentum and excitement for a new chapter in our transatlantic relationship.



A Growing Community of Champions:



Angela Spang
Founder



June Medical

LIFE SCIENCES

HIGH WYCOMBE, BUCKINGHAMSHIRE

June Medical, founded by serial entrepreneur Angela Spang, designs and creates award-winning innovative medical devices to healthcare providers, all made in Britain.

Their range of products, including their flagship GALAXY II Surgical Retractor, are designed to not only make surgery safer for patients, but also save healthcare providers money and reduce the number of staff needed in operating rooms.

Since exporting to the U.S. in 2020, it has become the largest market for the GALAXY II, used in hospitals across the country.

A closer trading relationship between the UK and U.S. could make the approval process for medical devices easier, meaning businesses like June Medical can continue to innovate and help even more American surgeons and patients.

[Click here](#) to watch their video.

Nairn's Oatcakes

FOOD & BEVERAGES
EDINBURGH

Founded in 1896 in Strathaven, Scotland, Nairn's are the largest producer of oatcakes in the UK. Nairn's have been exporting to the U.S. for over 20 years, and it is now their number one export market.

The vast array of natural food stores around the U.S. offer a huge opportunity for Nairn's simple, healthy product range. With an increasingly health-conscious population and the growing trend for gluten-free food over the past 5 years, Nairn's has seen huge success in the U.S., and it remains a key growth market for them.

Key to Nairn's success across the Atlantic is 0% tariffs on their products, as well as no requirements for additional certification. A friendly business environment can help even more businesses fulfill their transatlantic ambitions.

[Click here](#) to watch their video.





Angus Lugsdin
Co-Founder

“The Gin & Tonic culture that we have seen such growth of in the UK, Europe and other parts of the world has yet to hit the U.S. Our mission is to help bring one of the UK’s finest exports to the U.S. market, building awareness and introducing the U.S. consumer to this beautifully simple, elegant and timeless cocktail.”

– Angus Lugsdin, Co-Founder



Salcombe Distilling Co.

FOOD & BEVERAGES
SALCOMBE, SOUTH DEVON

Salcombe Distilling Co. has created multi-award winning gin at its waterside distillery in Salcombe, South Devon since 2016. Their lovingly hand-crafted spirits have won them critical acclaim, and a loyal following in the UK and across the world.

Having witnessed first-hand the burgeoning craft spirits industry in the U.S., Salcombe Distilling Co. felt that their unique brand was ideally suited to the North American market, launching on the East Coast in 2020 with ambitions to quickly grow the brand awareness further afield.

Salcombe’s award winning spirits have gained them a loyal following in the U.S., and it remains a key growth market for them. In January 2021, they launched their newest product, ‘New London Light’, a super premium non-alcoholic spirit in the U.S. to capitalise on this rapidly growing market across the Atlantic.

[Click here](#) to watch their video.



PROFESSIONAL SERVICES LONDON

At PwC, our purpose is to build trust in society and solve important problems.

The UK-U.S. is the largest trade corridor for PwC: over a third of all UK revenues, 10% globally.

PwC is supportive of fostering a closer UK-U.S. trade and investment relationship through mutual recognition of professional qualifications and easier visa processes, and closer cooperation, for example on digital trade, which would strengthen the UK-U.S. leadership in this field.

[Click here](#) to watch their video.





“A stronger UK-U.S. trade and investment relationship will help the 32,400 SMEs already exporting to the U.S., and open doors for new exporters.”

– Greg Hands MP, UK Minister of State for Trade Policy



Greg Hands MP

UK MINISTER OF STATE FOR TRADE POLICY

The Rt Hon Greg Hands was born in the U.S., and worked in both London and New York throughout the 1990s, shaping his appreciation for the ‘Special Relationship’

Now the UK’s Minister of State for Trade Policy, he is working to create new opportunities for businesses across the UK through international trade deals - including with the United States.

Minsiter Hands is particularly passionate about helping Britain’s SME community access opportunities abroad.

Through his work to create a more business-friendly transatlantic relationship, he hopes to support the tens of thousands of British SMEs already exporting to the U.S., and create oppportunities for new exporters too.

[Click here](#) to watch their video.

RevLifter

ARTIFICIAL INTELLIGENCE
LONDON

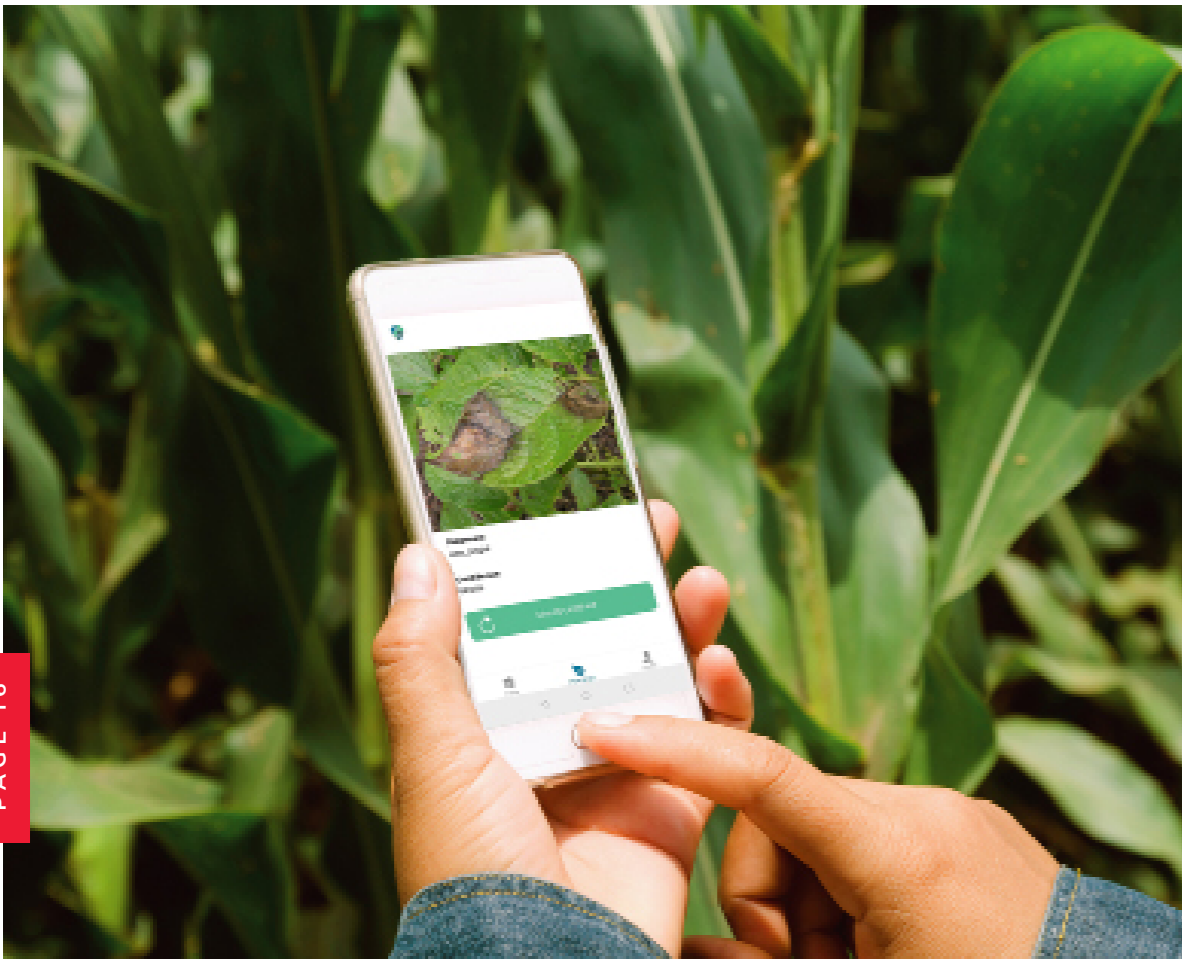
RevLifter is an award-winning e-commerce platform that uses AI to deliver real-time personalisation for incentives for online retail customers. Its innovative platform helps over 100 brands across a number of industries to capture more customers and sales through personalised offers.

Founded in 2017 and headquartered in London, RevLifter has seen rapid growth and has launched in seven global markets. The U.S. currently accounts for 40% of RevLifter's business from its office in Atlanta. They plan to boost their presence in the U.S., forecasting that the American businesses will account for 70% of its clients by 2022.

RevLifter are hoping more companies can follow in their footsteps and launch across the pond. Understanding export and import requirements and navigating customs procedures means more companies trading and more options for consumers, which will allow RevLifter to invest even more in growing their U.S. footprint.

[Click here](#) to watch their video.





“Strong digital trade and business mobility agreements between the U.S. and UK can help companies like ours access American clients easier”

– Chris Knight, Founder & CEO



CKx

ARTIFICIAL INTELLIGENCE LONDON

Founded in 2017, CKx builds bespoke Artificial Intelligence, Blockchain, Internet of Things (IoT) and serverless software solutions for a range of client needs, from start-ups and scale-up charities, to governments and even farmers.

Around the world, hundreds of billions of pounds are overspent on pesticides, which can be detrimental to soil quality, and increase outgoings for farmers.

Using only a smartphone, CKx’s Agribot software can diagnose crop stresses with a 99.8% accuracy. Used alongside satellite data, this can drastically lessen the use of pesticides, meaning better produce for consumers, and savings for farmers. Its low cost also means this groundbreaking technology is accessible to growers of all sizes, not just large commercial enterprises.

With 2.2m farms in the United States, A closer transatlantic relationship with strong digital provisions can help CKx take advantage of more opportunities across the Atlantic.

[Click here](#) to watch their video.

Aston Martin

AUTOMOTIVE MANUFACTURING
GAYDON, WARWICKSHIRE

Founded by Lionel Martin and Robert Bamford in 1913 in a small London workshop, Aston Martin has since grown to become an internationally admired luxury brand.

It has been exporting cars to the United States since 1951, catering to customers across the country through 35 dedicated dealers, operating in 20 states.

The United States is an incredibly important market for Aston Martin, representing circa 30% of their global sales in 2020.

A closer trading relationship between the UK and the U.S. represents an opportunity to reduce both the import and regulatory costs for automotive companies on both sides of the Atlantic.

This means U.S. customers would enjoy more of the high performance, bespoke craftsmanship, and technological innovation that Aston Martin offers.

[Click here](#) to watch their video.



*The U.S. Market represents
circa 30% of Aston
Martin's Global Sales
(2020).*



UPS

LOGISTICS

ATLANTA, GEORGIA

Headquartered in Atlanta, GA, UPS is the world's largest package delivery company, delivering over 6.3bn packages per year to customers across the world.

Many of UPS's customers are SMEs, who often need help to export and grow across the Atlantic.

A closer UK-U.S. trading relationship can help make growing across the Atlantic easier for small businesses on both sides, for example by streamlining e-commerce access and customs procedures. Doing so will allow smaller businesses with limited resources access new opportunities across the Atlantic, and establish a global footprint.

[Click here](#) to watch their video.

Paxman Coolers Ltd.

LIFE SCIENCES

HUDDERSFIELD, WEST YORKSHIRE

Huddersfield-based Paxman Coolers Ltd. is a global leader in technology that helps reduce hair loss for those undergoing chemotherapy treatment.

In 2017, following a seven-year comprehensive clinical trial across the United States, PAXMAN received clearance from the Food and Drug Administration (FDA) to sell their products in the U.S.

PAXMAN's direct approach in the U.S. has involved setting up a HQ in Houston, TX, a call centre for patient support services in AZ, a pharmacy to dispatch their now single patient-use cooling cap directly to the patients' homes, third-party logistics, technical services and employing training specialists who cover the whole of the U.S. geographically, supporting all patients throughout their scalp cooling journey from start to finish. PAXMAN now has the ability to support all states in the U.S.

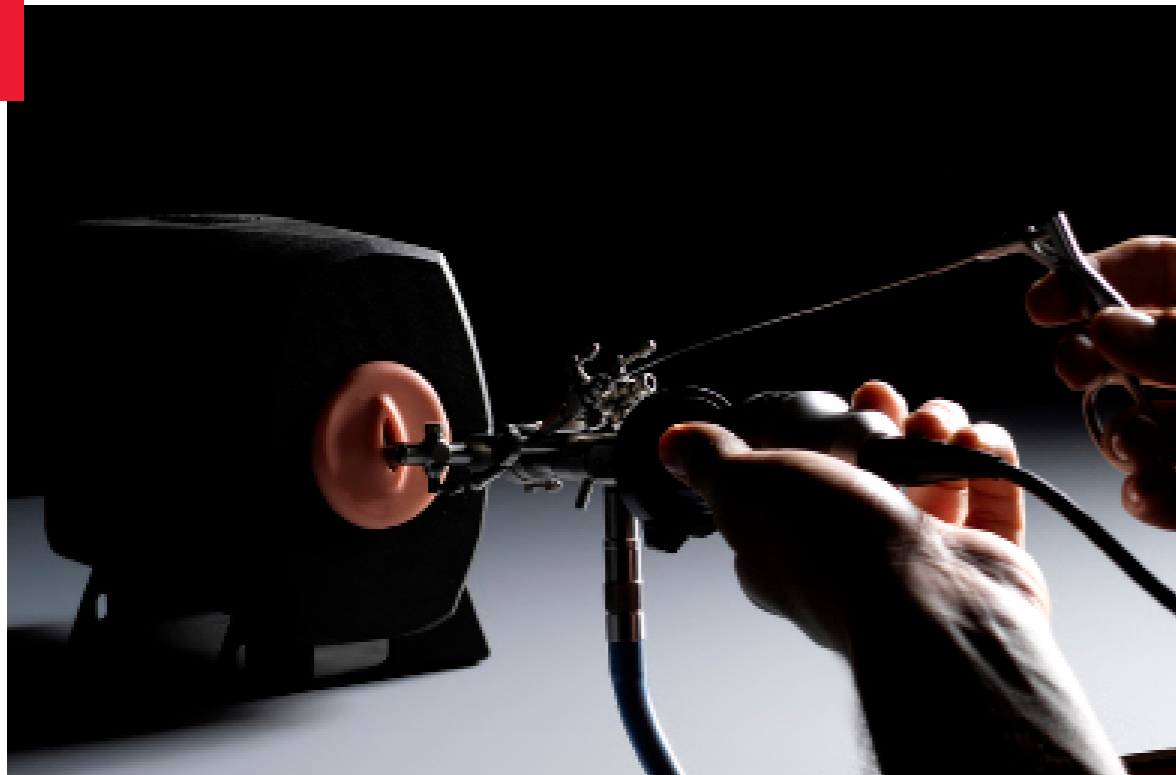
[Click here](#) to watch their video.

“Trade with the U.S. has been a key factor in our growth, and we have doubled our workforce in the UK as a result of our U.S. expansion.”

- Richard Paxman, CEO



Co-Founders Dr Elliot Street
and Jordan Van Flute



Inovus Medical

LIFE SCIENCES

ST HELENS, MERSEYSIDE

Founded in 2012, Inovus Medical is a UK-based, multi award winning, designer and manufacturer of healthcare simulators. Their products are now sold in 70 countries worldwide and is used by 50% of the NHS trusts across the UK.

Through distribution agreements with partners across the United States, Inovus have gained a strong foothold, and launched their latest product, the LapAR, in the U.S. in early 2021, giving surgeons across the country the ability to perform close-to-life simulated procedures from home - ensuring safe and highly effective reskilling.

A closer transatlantic trade and investment relationship could help streamline lengthy customs procedures and reduce regulatory barriers for businesses like Inovus, allowing them to train even more surgeons across the Atlantic.

[Click here](#) to watch their video.

Pavegen

RENEWABLE ENERGY
LONDON

Pavegen is a kinetic floor tile that transforms footsteps into clean-electricity and data into insights.

This unique source of electricity can engage, incentivise, and showcase a commitment to sustainability through contributing clean power to applications like monitors or lighting. The data generated rewards those who contribute their steps, and can assist smarter decisions for cities and venues.

Pavegen has already worked with some of America's leading brands including American Express, Ford, and Nike. Some of their permanent installations include arrays at Dupont Circle, Washington D.C., where steps are triggering outdoor street lighting in a project commissioned by the District Department of Transportation.

Pavegen hope that a closer UK-U.S. trade and investment relationship will mean they can invest more in their transatlantic operations and provide more Americans the unique opportunity to engage with sustainability, simply by walking down the street.

[Click here](#) to watch their video.



*Laurence Kemball-Cook (R)
Founder & CEO*



Sandra Murphy
Founder & Managing Director



Equidiet

AGRICULTURAL PRODUCTS
 NETTLETON, LINCOLNSHIRE

Founded by Sandra Murphy in 2014, Equidiet has created the world's first liquid horse feed, delivering both nutrition and hydration to horses. Equidiet's products are a world first, and have seen strong demand in the UK and European markets.

With over 7.2 million horses in the U.S. equine industry, there is huge potential for Equidiet's products across the Atlantic, and they are keen to begin marketing there as soon as possible.

Having patented her product in Europe, Sandra is now pursuing Intellectual Property registration in the United States, but is concerned that the process will be lengthy and expensive.

More on-the-ground support with practical matters for small businesses such as Equidiet can create an even closer trade and investment relationship and open new doors across the Atlantic for ambitious exporters. Such exporters also create new local jobs across the United States, throughout the distribution chain.

[Click here](#) to watch their video.

Add Energy

ADVANCED ENGINEERING
ABERDEEN, SCOTLAND

Add Energy, headquartered in Aberdeen, is a global management and engineering consultancy for the energy sector.

Realising the huge potential across the Atlantic, Add Energy made the jump to the U.S. in 2016, and now have 25 people in Houston, TX delivering projects to the U.S. energy sector.

Their services range from support for drilling and well operations, to asset and integrity management, to safety and risk training, including crisis and emergency management.

The U.S. remains a key growth market for Add Energy, and the ability to transfer leadership and expertise across the Atlantic is critical to their success. A closer UK-U.S. trade and investment relationship that improves business mobility will help them scale up and continue to grow stateside.

[Click here](#) to watch their video.



(L-R) Peter Adam, EVP; Damon Bowler, VP; Lord Provost, Aberdeen; Ole Rygg, CEO





“We have big ambitions for growth in the UK, and it has been a privilege helping revive the fortunes of a great American brand like Jeep here.”

– Simon Wheeler, Fleet Department, Jeep UK



Jeep

AUTOMOTIVE MANUFACTURING
AUBURN HILLS, MICHIGAN

The Stellantis Group is the fourth-largest automotive manufacturer in the world with brands including American icons like Chrysler, Jeep, Ram and Dodge.

Jeep has been breaking sales records since it was acquired by Fiat-Chrysler Automobiles (FCA) in 2008, and in 2021 FCA merged with the PSA group to create Stellantis, putting Jeep, one of America's most-loved brands at the heart of the group.

The merger will further benefit Jeep with access to a breadth of research and development of innovative new technologies helping to fast track electrification of the range, as well as delivering advanced autonomous technology.

With Stellantis's continued investment in the UK market, more Brits than ever will be able to enjoy some of America's loved, iconic automobiles on the road.

[Click here](#) to watch their video.

Noble Isle

COSMETICS

CHESTER, CHESHIRE

Noble Isle is an award-winning fine fragrance bath and body brand inspired by the natural and cultural riches of the British Isles, based in Cheshire, England.

Founded in 2012 by Katy Simpson, Noble Isle's products are enjoyed in homes and luxury hotels across the world, including in the U.S.

The transatlantic market remains a key growth opportunity for Noble Isle, underpinned by the strong cultural ties between the UK and the USA.

Since launching, Noble Isle has received overwhelmingly positive feedback from their U.S. customers.

Noble Isle would love to make more of a mark on the U.S. in the coming years. A closer transatlantic trade and investment relationship can help even more of their customers bring a little piece of the British Isles to the United States.

[Click here](#) to watch their video.



*Katy Simpson
Founder & Director*



Emma McClarkin
Chief Executive



“The UK and U.S. share a rich history of brewing. Even the raw materials of beer enjoy a bilateral history - the citra hop made so famous by U.S. Pale Ales was the result of cross-breeding several hops, including the East Kent Golding which is a UK varietal.”

– Emma McClarkin, Chief Executive, BBPA



British Beer and Pub Association

FOOD & BEVERAGES
LONDON

The British Beer & Pub Association (BBPA) is the leading trade body representing the UK's brewers and pubs. Its membership is responsible for 90% of the beer brewed in Britain. The BBPA also represents around 20,000 British pubs.

The U.S. is a hugely important export market for British brewers, with over 550,000 bulk barrels' worth of beer being exported in 2020 alone - an increase of 5% from the previous year.

With the United States being the largest single country market that UK brewers export to, strengthening the transatlantic trade and investment relationship is crucial, and will get more world-renowned British beer into the hands of American customers.

[Click here](#) to watch their video.

JOIN OUR COMMUNITY!

WWW.BABINC.ORG/CHAMPIONS-OF-TRADE

#CHAMPIONSOFTRADE



BritishAmericanBusiness



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