

Formula for growth

Precision Clean Ltd formulates and sells specialist cleaning, maintenance, protection and polishing products for auto and engineering industries, and is working with Business Gateway to expand and export globally

Launched in 2013, Precision Clean Ltd, based in Canonbie, originally developed and sold high-end specification cleaning and protective chemical products for use in the military and aerospace industries. But when owner Russell Graham was looking at ways to grow the business, his passion for bikes proved inspirational, and Precision Clean moved into the domestic vehicle and leisure markets.

"I've been a biker all my life. I've collected six bikes over the years, including Triumphs and Ducati, and was convinced we could make better products than those available; many of which had poor performance," he says.

The Ammo brand of specialist cleaning, maintenance, protection and polishing products was initially developed for push bikes, quickly evolving into a range for motorbikes and then for cars.

Russell, who heads up a three-strong team, says: "We wanted to use our knowledge and expertise to produce a range of products which would satisfy the most critical and discerning enthusiast (and we are some of them).

"We only use cutting-edge professional-grade chemicals as we won't compromise on performance and quality."

The Ammo products were developed and trialled over 16 months by a number of motorsport clubs, road and mountain bike race teams. The company sponsors the Phil Morris Race Team and is co-sponsoring Peter Hickman at the TT. Its customers also include



Studio 434 in London, which owns the most exclusive cars in the world and supplies the film industry.

Last year Precision Clean further expanded its range of over 30 unique items including cleaners, de-greasers, polishes, glaze, and rust inhibitors, with specialist engineering and industrial products, which it sells via the Hayley Group. Now it is about to launch its most exciting range to date, for the firearms and shooting industry.

Russell has received ongoing help and advice from Business Gateway, including financial support for the company's new website, which will be launched soon; links to specialist sectors including paintball and airsoft; and international and export support, and he is currently working with business advisor Allan McNaught on how to create a truly global enterprise.

"Having previously run Arora Designs in Langholm for 12 years, I know the benefits of working with



Business Gateway - the knowledge, help, support; how they point you in the right direction - so it's always been a natural port of call for me," says Russell.

"It's taken a long time to develop these Ammo products and this is the year we are pushing for national and international coverage.

"We're really excited about the new products to clean,

lubricate and protect firearms, and we're looking to export to America. The market there could be colossal for us."

www.ammopro.co.uk

● For information and support to develop and grow your business, contact Business Gateway (www.bgateway.com) on: 01387 808 738.