



Hanningfield Processing Systems Ixion Challenge 09/10 - Finalist

Background

Now in its second year, the Ixion Challenge has attracted record entries from a wide range of companies including the manufacturing, engineering, medical, service and motor industries, all looking for an opportunity to win a financial and educational award worth £27,000.

The Challenge

Ixion Holdings Ltd aimed to help businesses survive and revive as they progress through and out of the current recession. The Ixion Challenge asked businesses, based in the East of England, to supply information on how they would utilise the award to help their business develop.

The Finalist

Hanningfield Processing Systems, a family-owned manufacturer of process equipment, based in Rochford, Essex, is one of five finalists in the 2009/10 Ixion Challenge. Since 1987, Hanningfield has built a comprehensive range of process equipment for the pharmaceutical and associated industries, supplied and installed worldwide.

Hanningfield's equipment is used primarily in the processing of powders for the pharmaceutical, food and consumer goods industries and forms a fundamental part of the process which enables everyday goods to be manufactured; for example Hanningfield products are involved in the creation of various well-known products from tablets and capsules, to cosmetics and cereal.

Managing Director, Colin Ellis says: **"The demand and need for our products is global, and to provide equipment on which many of the world's largest and most important companies rely is excellent for the local area. For an Essex based manufacturer to be exporting to places such as the USA, Europe and even India and China emphasises the demand for the quality of product Hanningfield proudly manufactures from our base in the East of England."**

To survive and succeed as a British manufacturer, it is essential to compete on other levels than cost alone. Foreign competition often has clear cost-based production advantages, making it vital to build a competitive advantage on factors others than price. The industries Hanningfield serves prioritise quality, reliability and service above all else, making price a less crucial factor than in many other industries; this enables the company to create a sustainable advantage built on internal capabilities, which focus on quality.

Colin says, **"Creating a strategy based on quality and expertise enables Hanningfield to protect itself from price-driven competition. This allows Hanningfield to champion its strengths, based on quality and not cost, providing a strong and sustainable platform upon which a UK manufacturer can truly thrive."**

The Benefits

Colin Ellis believes there are several reasons why Hanningfield Processing Systems should win The Ixion Challenge: **"We represent Essex around the world, proudly manufacturing world-class equipment from our base in Rochford. Our growth benefits other Essex-based businesses, as we rely on local companies for everything from waste disposal and wiring to marketing and logistics. Finally, it would be a substantial boost to the engineering sector to receive worthwhile funding which an expert panel believes in."**