

Advanced Business Development Network

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Knowledge Transfer Update **January 2010**

Welcome to the latest ABDN newsletter and KTP update. Within this edition you will find information on the latest developments within the ABDN and the KTP. There are also some events that you may find interesting and some information on how you could work with the University of Wolverhampton on developing your own KTP for your organisation. I have recently found a website that carries out free website health checks and

provides a very detailed report listed your sites strengths and weaknesses website which is included below. As some of you may know an aspect of the knowledge Transfer Partnership is the transfer of Knowledge to the companies involved, as part of this I have included some information on how you can get your business on to Google maps to help bring in people into your site and improve your Google ranking.

Latest ABDN Member Meeting

The latest ABDN member meeting was held in Stoke at the factory of Remploy Automotive. Members were hosted by Dave Wells and were given the opportunity to look around the Remploy factory at the latest jobs that are being worked on and to talk to Dave about the sort of work Remploy are involved in and the latest developments within the Remploy organisation. Members were also given the

opportunity to talk to Jarred Swift of JCB Cab. Jarred went through the opportunities that members had to supply JCB Cab invited all ABDN members to contact him if they were interested in meeting and discussing any possibility of supply opportunities. Members will also given a presentation by Mark Hayward on the latest developments with the knowledge transfer partnership and the Advanced Business

Development Network and Mark also presented a collaborative opportunity for the members of the ABDN to work on a potential acquisition of a company called Technorton. Thank you to those members who were able to attend. The next meeting will be held during March/April.

Innovation for Recovery

The Chartered Management Institute has published its latest research findings. Titled Innovation for Recovery it details how the economic is effecting innovation in UK organisations and how companies can seek to developing innovation in times where cash is tight.

To download copy of the report go the [CMIs website](#)

Happy Birthday

Malthouse Engineering has recently celebrated its 60th year in business to celebrate they have produced a history book detailing the development of the company from its creation to the present day. The book has been developed in partnership with some postgraduate students from Birmingham City University. The book will be uploaded to their website shortly -

www.malthouseengineering.com

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Want your own KTP?

Members who are interested in developing their own knowledge transfer partnerships or who would like some more information can go to www.ktponline.org.uk or can visit the University of Wolverhampton's KTP website

Rojac Urethane wins Tesla production seat moulding business.

Rojac Urethane Limited based in Wednesbury, West Midlands have recently been awarded the production seat moulding business for the Tesla electric sports car.

With 0-60 Mph in 3.6 second, zero emissions and a 244 mile range before it needs recharging the Tesla Roadster is a revolutionary vehicle that is sure to set the standard for electric all sports cars in the future.

The new Tesla seat moulding business has helped Rojac Urethane to continue to expand into the low volume and niche PU foam moulding markets, Rojac also supply production PU foam mouldings to Jaguar and Bentley and develop new seating systems supplying prototype moulded seat foams to Tier one seating suppliers and the major OEMs.



Alongside flexible PU foam seating Rojac also mould integral skin PU foam components typically used for grab handles and stadium seating and rigid PU foam used for a wide variety of applications including structural components and fillers for large panels. Rojac Urethane have doubled their workforce in the past 12 months and now have a number of production carousels working shifts moulding PU foam components.

For further information please contact Duncan Blakemore on 0121 502 6549 or info@rojac-urethane.com – www.rojac-urethane.com

Technorton Opportunity

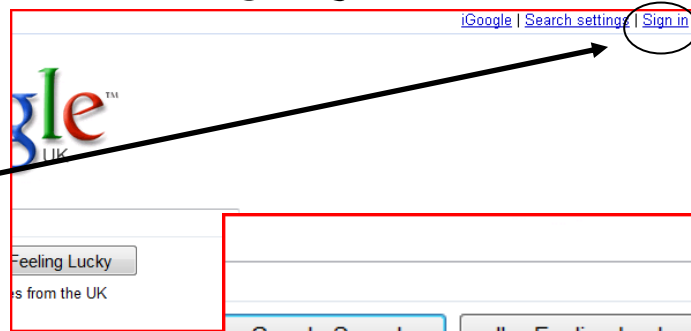
The Technorton opportunity was presented to members at the last ABDN meeting and was discussed in a recent meeting held before Christmas at Wolverhampton Science Park is one which provides the ABDN members the chance to work together on the potential acquisition of Technorton, its product range and intellectual property. It has been research researched by Mark Hayward with input from Professor Paul Buszard one of the lead academics of the knowledge transfer partnership with the University of Wolverhampton. Research has found that the opportunity is one which could potentially lead to profitable diversification for ABDN members. It will also potentially provide an increase in demand for members products and services to be supplied to the new company when it is formed. Further meetings will be held in the near future where the opportunity will be discussed further, any members wishing to be involved or looking for information should contact Mark Hayward.

Good News Stories

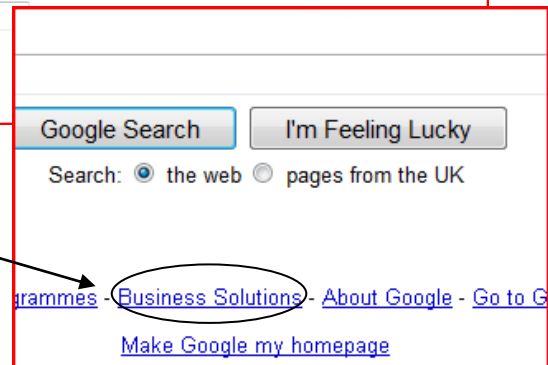
I will be emailing managing directors on a monthly basis to ask for any good news stories which could be used to generate publicity for the group. Increasing the number of press releases we send out should see an increase in awareness of the group and will also see a positive benefit to our websites Google rankings. The good news stories can also be uploaded to the groups Applegate page which should see an increase in the number of people visiting our page and clicking through to our site. Additionally if anyone would like to be

How to use Google Maps to get your business found

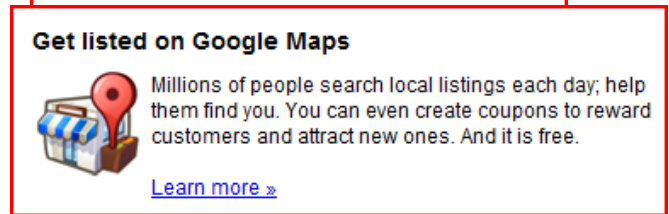
1 First you will need to sign in to Google or if you don't have an account you will need to spend 2-3 minutes creating one.



2 Once signed in click on the business solutions link on the Google home Page



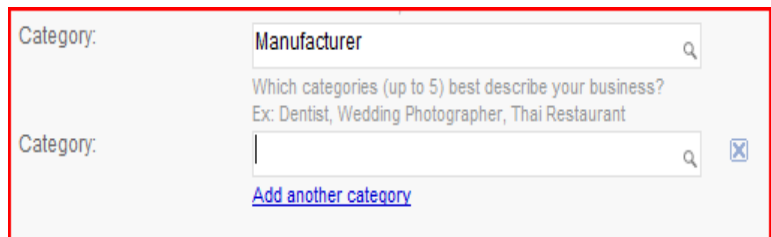
3 Now click on the business information link to get the Google maps listing form.



4 Now click the add a new listing link

5 Enter your company details ensuring that the information you supply is correct and up-to-date

6 To help Google when searching it is important to add information about the category your business belongs in for example manufacturing. You can also add any videos or photos you may have.



7 Finally Google will then need to verify who you are. This is done by Google calling the phone number you entered for your business and a computerised voice will read out a unique PIN which you will then need to enter on Google to verify your listing.

Within 24 hours your listing should appear on Google maps, by signing into Google again you will be able to see how many people have clicked on your link and gone through to your website.