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Russell Finex wins “Exporter of the Year” at the SHAPA Solids Handling Industry Awards

On Tuesday 14th April 2015, the SHAPA AGM & Solids Handling Industry Awards Dinner was held at The National Brewery Centre, Burton on Trent. Finalists gathered to hear the winners of the awards, with categories including Export, Company of the Year and Innovation. Formed in 1981, SHAPA is the UK’s leading association for the solids handling and processing industry, providing a commercial and technical platform for members to promote ideas and opportunities for their business. The awards, open to both members and non-members, celebrate the success and contribution of a company within its industry, recognizing the improvements and changes made to develop their business.

Russell Finex were delighted to be announced as the winner of the Export Award overcoming competition from other great finalists. Russell Finex was chosen due to their success, hard work and commitment to expand globally and obtain a substantial increase of sales and customers within their export market.

With 80 years’ experience in manufacturing a wide range of separation equipment including screening machines and liquid filters, Russell Finex has enjoyed steady growth to become worldwide leaders within the industry. Their continued strategy to meet and exceed customers’ needs, combined with expansion into new markets and industries and forging strong relationships and working closely with existing customers, has ensured steady growth and expansion throughout the world.

The company has continued to develop and expand globally, and although the UK remains one of its core markets, 75% of all sales come from customers in overseas markets, therefore the need to develop and sustain a global business strategy for growth in targeted export markets became both inevitable and essential.

A strong product range, extensive industry knowledge, trusted long-standing partnerships with top manufacturers across the world and continued investment into R&D in order to introduce the latest innovations to customers, has been fundamental in achieving immediate and more importantly long term growth throughout the export markets. Lower cost, and commonly lower quality local competition has been one of the main challenges in any emerging market and convincing companies to switch to a premium, high quality product can be difficult. However, by employing local representatives who have the product knowledge to demonstrate the wealth of expertise that Russell Finex possess, as well as the superior product quality and bespoke solutions they offer, such challenges have been overcome.

The export growth strategy has not only involved investment into direct sales persons but considerable investment has also gone into the company’s overall infrastructure, global marketing, operational personnel and the latest manufacturing equipment and technologies. These additional resources are critical to provide the maximum impact in terms of company exposure while protecting the Russell brand and core values. With export sales growing 69% in the past five years,

substantial growth has been achieved in South America, China and Spain in addition to already established export markets such as mainland Europe and the US markets.

Martin Chipperfield, Sales and Marketing Director comments “It has been a privilege to be recognized for this award and for our contribution not only to the export market, but also to UK manufacturing. This award is a testament to all the hard work and efforts put in by our staff throughout the world who continue to develop long-lasting relationships with customers”.

For more information, please visit www.russellfinex.com or email sales.inc@russellfinex.com



For over 80 years Russell Finex manufactures and supplies filters, screeners, and separators to improve product quality, enhance productivity, safeguard worker health, and ensure powders and liquids are contamination-free. Throughout the world, Russell Finex serves a variety of industries with applications including coatings, food, pharmaceuticals, chemicals, adhesives, plastisols, paint, metal powders and ceramics.

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