



Delivering Dynamic Solutions wins Queen's Award for Just Rollers plc

Cwmbran based Just Rollers plc, a world leader in industrial roller technology, has been awarded the Queen's Award for Enterprise; International Trade - the most prestigious corporate accolade that a UK business can win.

Having demonstrated both substantial growth in overseas earnings and commercial success, with export sales trebling over the last seven years, the Queen's Award recognises the company's outstanding and continuous achievement in international trade.

Established in 1971 as Just Rubber Components Ltd, the company changed its name to Just Rollers plc following a management buy-out in 2001. It has since continued with the same team of employees, to become a world leader in the manufacture of rubber compound and rubber and polyurethane covered rollers, with exports to more than 50 countries.

With 73 staff and a turnover of £5.6 million, over half of the current production is now exported with Russia, France, Germany, Netherlands and China accounting for over 30% of sales. There has been a 56% increase in exports since 2006 following investment in agents and trade shows; this has resulted in over £1m of additional exports during 2008.

With world-renowned polymer technology expertise, the research and development team at Just Rollers plc has developed, tested and introduced a range of new rubber products including Super Dynamic™, Coatmate® , Puremate™, Super Durable™, X-tralease™ and Blue Silk®. Significant investment has also been made in training and export administration to ensure that the entire company can compete effectively in an international market.

"This is an independent and prestigious endorsement of the quality of our company and of the people that we employ. Our team has worked very hard to transform the business and this award is great recognition of their efforts. We are all incredibly proud," comments Dr Geoff Davis, Managing Director of Just Rollers plc.

"Our strategy to grow business in international markets is based on innovation and partnership. We have all played an important role in committing to the skill, perseverance and tenacity required to develop and deliver our highly diverse and bespoke products."

"We will now be using this award and our position in the global market to identify further opportunities for our products and services. It is hoped that our presence at the International Converting Exhibition in Munich this November will prove a strong platform for the launch of our latest new products including high performance roll covers for the extrusion coating, holographic and converting markets."

"But, ultimately, it is all about our people. Working with the same team that we had at time of the management buy-out, we are looking forward to further developing our business as a world leader in a global market. A reflection of our credibility and quality, we expect that the Queen's Award will provide a tremendous boost in promoting our products and securing additional new business."

The Lord Lieutenant of Gwent will present the award on behalf of the Queen to Just Rollers plc - date and location to be confirmed.

Dr. G.P. Davis
Managing Director
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