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## NORBAR TORQUE RECEIVES JAPANESE EXPORT BOOST

Norbar Torque, one of the worlds' leading manufacturers of torque wrenches and torque calibration equipment, is making a major impact in the Japanese market.

The Banbury-based company took part in two UK Trade & Investment (UKTI) programmes which were designed to help British companies develop new business contacts, which has resulted in Norbar more than tripling its sales in Japan in 2012.

Norbar Torque has a long-standing distribution presence in the Japanese market, but was anxious to maximise opportunities with a targeted contact programme. The programme has resulted in the sales boost across a range of new and existing sectors, including aerospace, automotive, marine and wind power generation.

“We have had a long-standing distribution arrangement in the Japanese market but with the help of UKTI have moved up a gear with significant sales increase,” says Owen Hillis of Norbar Torque. “The Japanese market is very strong in itself but also a vital bridgehead into the Asian markets due to its strength in key sectors like automotive and hi-tech engineering.”

“In particular, the programmes have proved to be invaluable in strengthening our current distribution arrangements and we are confident that they will continue to reap benefits.”