



In partnership with:



Case Study

LAZER

H I G H P E R F O R M A N C E L I G H T I N G

About Lazerlamps

Since it was founded in 2010, British manufacturer Lazer Lamps Ltd has been at the forefront of LED technology, bringing world class technology to its customers, and in the process setting the standard in automotive auxiliary lighting solutions. Combining competition beating performance with automotive quality standards, Lazer products are now recognised as leaders in their field.

Proudly manufacturing products in the UK, Lazer has introduced market leading products driven by company Director Ben Russell-Smith, who has been working at the forefront of vehicle lighting design since 2002, managing exterior lighting projects at Nissans European Technical Centre, and at Ford of Europe. The company achieves a turnover of £950k from sales across 26 countries and employs 9 staff.

Exporting

Keen to export Lazerlamps turned to UKTI for support accessing markets across the globe.

An International Trade Adviser (ITA) helped explain how UKTI could help. On this advice, they began using Passport to Export, the UKTI programme that helps businesses to prepare for international markets.

Lazerlamps received Tradeshow Access Programme (TAP) funding to help cover the costs of attending international trade shows like the Performance Racing Industry Show in Indianapolis, US and the Professional Motorsport World Expo in Cologne, Germany with both resulting in new business valuing £140k in 2014 alone from buyers in these key motorsport markets.

Over the years, Lazerlamps has benefitted from various other UKTI services, including:

- A German speaking intern to assist with these overseas tradeshows
- Example overseas Distribution Agreement
- Export Communications Review (May 2013)
- Guide to Exporting presentation
- Advice managing agents & distributors

In summary, Lazerlamps believe UKTI:

- Advice and guidance was outstanding
- Monetary support was crucial
- OMIS is a good service, however some activities were expensive for a micro business

