

TAKEN FROM: UK ENVIRONMENTAL EXPORTERS

'ONE HUNDRED SUCCESS STORIES'

PRODUCED BY: THE DEPARTMENT FOR ENTERPRISE (DTI)

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HE product solves a number of problems associated with combustion engines, including fuel consumption, exhaust emission and the build-up of deposits in the engine. In common with other new technologies however, the product has been faced with scepticism from some potential users. The company has therefore, adopted a strategy of using appropriate but relatively inexpensive methods, such as exhibitions and journal articles, to promote the product. In order to reach export markets Broquet decided to establish distributors.

In early 1991 the company met its future Spanish distributor at a marine and leisure exhibition in the UK. Having developed an interest in working together, Broquet, with DTI sponsorship, then supported the individual at an exhibition in Spain. The distributorship was formalised in October 1991 and sales of catalysts have since reached £15,000, at distributor price, to the luxury yacht market alone. Particular success factors in Spain have been an effective distributor and a reputation built on user satisfaction.

Due to the nature of its product Broquet views every country as a potential market. The company continues to receive orders from abroad, either directly or through its agents, as the product's reputation grows. Broquet is planning to appoint distributors in Australia and Czechoslovakia in the near future and is in the preliminary stages of negotiations for Belgium, Germany and Panama.

BROQUET INTERNATIONAL LIMITED

Broquet International Ltd, founded in 1987, is based in Rugby, Warwickshire, and employs seven people. The company was formed for the sole purpose of manufacturing and marketing its product, the Broquet fuel catalyst, which it is claimed, substantially improves the performance of hydrocarbon-based fuel engines. The company exports to 17 countries, in eight of which, including the USA, Spain, Chile and New Zealand, it has appointed distributors. User groups include operators of fishing vessels, luxury yachts, heavy goods vehicles and cars.



Broquet fuel catalysts.



Application in any type of combustion engine.