

PRESS RELEASE

Enterprising AMECaL Shortlisted For Prestigious Business Award

The Newcastle Enterprise Awards celebrate the achievements, talent and passion of those who have really made a difference in the area. AMECaL, a company based in the industrial heartland of Newcastle, has been shortlisted for the “Star-Ship Enterprise” Award - one of the key categories designed for established north east businesses.



The shortlists for the awards – which are new this year – were announced earlier this month. Intended to recognise and reward the achievements, abilities and enthusiasm of those who have really made a difference, the “Star-Ship Enterprise” Award has been designed for established businesses which have achieved success on their business journey.

“These awards are intended as a celebration of the passion, talent and success we see in enterprises across Newcastle,” said Karen Langdon of DEAL Group, which is organising the awards on behalf of Newcastle City Council. “Here’s a city that is flourishing with fresh business talent and, in the context of such a tough economy, it’s more important than ever that we recognise people for their contributions, achievements and entrepreneurial spirit.”



David Heppell, Sales & Marketing Manager at AMECaL, who put the company forward for the Award, explains that “we prepared a very strong submission for the judging panel and in shortlisting us for the Award, they have clearly acknowledged our contribution not only to the area, but also the sector of business and industry we deal with – evidenced by our vision, enthusiasm and passion for calibration.”

AMECaL is a successful business calibrating and repairing measurement and testing equipment. It’s achieved solid and sustainable growth over several years - expanding into larger premises in 2004, doubling its workforce and managing a consistent and robust growth in turnover year-on-year.

Unlike many in the industry, the company is not simply content with slowly building its core business - as Technical Director Steve Oxborough says: “we consistently set new standards and have built an unequalled reputation for expert technical knowledge and insight in several complex areas from flow measurement to renewable energy. One such area was the highly specialized field of Gloss Measurement - years of painstaking research and development work into new techniques led to the company gaining the UK’s only accreditation for this discipline from the United Kingdom Accreditation Service (UKAS). Unique in the UK, we are one of only three labs in the world with this level of expertise.”

But it’s not only specialist knowledge which marks AMECaL out from the field – it has also developed its business with more comprehensive calibration logistics offerings for its clients, which include blue chip organisations from Bentley Motors and Toyota to Bosch and Siemens. David Heppell adds that “It’s all about making things quicker, easier and more straightforward for our clients – really getting involved with their business and how they manage the supply, maintenance and distribution of their equipment.”

Regardless of whether the company wins the Award, the future is bright for AMECaL – and the company has big plans to build on the strong foundations laid down over the last twelve years. Plans are already in place to broaden the

scope of its accreditation by UKAS even further, there are plans to expand the capacity of operations – both with additional custom-built laboratories and by employing additional technicians from the local area – and the company also aims to share its vast knowledge and expertise through new training facilities - to fully utilize the broad selection of equipment and expertise the company holds.

The winners of the Newcastle Business Awards will be announced at a prestigious ceremony on Friday 8th October 2010 at The Civic Centre in Newcastle.

For further details, contact David Heppell at AMECaL on 0191 262 2266; Fax on 0191 262 6622 or email david@amecal.com

More about AMECaL:

Proud of being one of the few privately owned independent laboratories in the North East, AMECaL's multi-laboratory operation is viewed as a premier facility. The company provides one of the UK's most competitive portfolios of calibration and repair services, supporting a wide range of industries both locally and nationally in all fields of calibration and on a vast array of measuring equipment. State of the art calibration services are carried out either in one of the company's environmentally controlled laboratories, or on clients' sites.