

NEWS BULLETIN

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Adding a touch of spice to Link Business Centre...

Asiri Foods began in the kitchen of Asiri Hall's home in 2010. It was there that she created Brinjal Pickle from her mother's recipe that soon became the companies' best selling chutney.

Asiri went from concept to having products on the shop shelves in only five weeks, gathering numerous product and business awards before her first year of trading had ended.

Initially, the products were sold in local delicatessens and farm shops. It soon became so popular that she approached her local Waitrose and Co-operative stores where the company's products are still being sold to this day.

At the end of last year, Asiri, Managing Partner of Asiri Foods, decided that she needed to expand her operations to cater for increasing demand. After having looked into several options, Asiri decided that Link Business Centre would be the ideal location for her new production unit.

There were no units suitable for food production at the Centre, but Martin Wilesmith, Site Manager and Owner saw the potential in Asiri's business future, and provided the considerable amount of support and advice to make it possible to construct a manufacturing unit that was suitable for the production of Asiri's chutney and curry sauce products.

In order to comply with the various guidelines required for Asiri to supply her produce to supermarkets, plans for the design and layout of the new production unit went through numerous revisions to ensure that the facilities would abide by all of the manufacturing, hygiene standards, and most importantly, would make Asiri's food eligible for SALSA (Safe and Local Supplier Approval) and BRC (British Retail Consortium) accreditation.

Once the final design was approved and agreed, Martin provided Asiri with the financial support needed to fund the construction. The production unit was built, following all of



the necessary compliances, which involved incorporating a separate changing room, preparation room, production kitchen and bottling area. A steel framed mezzanine floor was also fitted, providing vital space for storage.

There was far more work involved than first anticipated, but, after several inspections by various authorities, Unit 18 was finally ready for Asiri to start production at the beginning of this year.

"The whole process was very complex, and at times, complicated, due to the many different parties involved. Martin put his construction knowledge to good use, without which, I couldn't have completed the project. He was very patient and understanding throughout, and even used his own gas account to get my gas supply connected. He used his own contacts to keep the costs down, once again, utilising his inside building knowledge.

"I wanted to go for the highest SALSA and BRC standards to ensure consumer confidence in my food safety, and, with thanks to Martin, I have achieved it."

I am extremely grateful and pleased with the support Martin has given me to build my new factory".

Asiri Hall, owner of Asiri Foods

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The expansion has enabled Asiri to increase her turnover and output whilst catering to increased demand in existing and future markets. It has also enabled her to create three new jobs whilst keeping a tight control on expenditure. Asiri is now able to bring all parts of the production operation under one roof, making the whole process more efficient and consistent throughout. Without the need for a third party manufacturer, all processes can operate with ease, making it much easier to fulfil contract on a 'just in time' (JIT) basis. One such contract lies with the Co-operative supermarket, which involves the shipment of curry sauces by the pallet load, and on a frequent basis, which would never have been

possible before the move to Link Business Centre.

Asiri's products can now be found in more and more outlets, further and further afield... in fact, the company have just shipped their new range of Sri Lankan curry sauces to China, and are about to supply to Thailand!

All of the company's products are created by Asiri, who is a Sri Lankan born cook, combining a vast selection of spices with locally grown ingredients from Hereford & Worcestershire... and made in Malvern – with the help of Link Business Centre!

For more information about Asiri Foods:
www.asirifoods.co.uk



Another tasty addition to Link Business Centre!

School dinners have never been so good – thanks to Black Pepper School Lunches!

Although business was steady at David Mabey's restaurant, the Blue Orchid in Ledbury, he decided that it was time to look into other ways to utilise the kitchen facilities, whilst still keeping the restaurant open.

He came up with the idea of supplying cooked lunches to local schools, many of which have, over the years, lost their kitchens to create more classroom space.

For four years, David managed to prepare and cook the dinners at the restaurant, but when he began to supply to more schools, he decided he needed a dedicated kitchen unit solely for the production the lunches. He spent a year looking for a suitable location, and found that Link Business Centre (Unit 3) ticked all of the boxes (lunch boxes!).

There were no units suitable for food production at the Centre at the time, but David still felt that it was the right location, it was convenient for his staff, had plenty of parking (no yellow lines!), and easy access – which is important, particularly in bad weather. He organised the conversion himself, and now has a fully compliant food processing unit.

"We provide school meals in the 3 Counties, mainly to primary schools. Our aim is to feed and educate our children to eat a well balanced diet. Our food is prepared by our

chefs using the best locally sourced seasonal ingredients. Additives and processed food are avoided, and fried foods, high quantity sugar products and confectionery in puddings are strictly restricted. Lunches are delivered in thermal boxes, so there is no need for re-heating."

"We have grown from supplying only one local school, Castlemoreton, to, at present, 14 schools, as far afield as Gloucestershire. This growth has been achieved without advertising, but just on the back of it's own success and recommendations. Now that we have expanded, we have the capacity to supply to more schools, thus giving more children the benefit of healthy, cooked lunches. 10 out of 10 to Link Business Centre!"

David Mabey, Owner of Black Pepper School Lunches

For more information about Black Pepper School Lunches:
<http://www.blackpepperlunches.com>

Preparing for another nutritious school lunch...



Mark Lessimore



Marcin Kondera



Mark Fisher

David 'Unlocks' Link Business Centre's potential!



One of the many benefits of Link Business Centre offers it's tenants is that it has it's own gateman.

Every morning at 7am, David Nesbit opens the gates to the Centre, ready for the early starters...

and every evening at 7pm, he closes them – but don't worry, tenants don't run the risk of getting locked in, because they all have their own keys. This gives people the flexibility of their working hours and the reassurance that the Centre is a secure location for their business. Tenants are also safe in the

knowledge that if they need access in an emergency, David only lives within walking distance of the Centre.

As a young man, David was a woodworker for Malvern-based organ makers, Nicholson and Co, until being made redundant. He then joined the Royal Mail where he spent the next 35 years as a postman, delivering around the Birtsmoreton and Castlemoreton areas.

Having retired from the Royal Mail a few years ago, David still wanted to keep himself busy, and, took the opportunity to become the gateman for Link Business Centre, a role that he enjoys, and which, in between his duties, gives him the opportunity to enjoy getting back to his original woodworking hobby – spending many hours in his shed workshop where he is currently in the process of building new doors for his house.

"Working together to secure your business"

Link Business Centre:**Units 1 & 2****Tulip (TMB) Ltd**

Commercial Cleaning Services
Tony & Melanie Baker
01684 577617
www.tulipmalvern.co.uk

Unit 3**Black Pepper (Ledbury) Ltd**

School Lunch Caterers
David Mabey
01684 594572
www.blackpepperlunches.com

Units 5 & 22**Mid West Automation**

Aluminium Fabricators
Andy Haigh
01684 899103
www.midwestautomationltd.co.uk

Unit 6**Meigh Mansbridge & Company**

Accountants
Roger Meigh, Kevin Mansbridge
01684 565486
www.meigh-mansbridge.co.uk

Unit 7**Stockall Electronics Ltd**

Electronic Design House
Kate Stockall
01684 574977
www.stockallelectronics.com

Unit 7A**Estate Office**

Kim Riding, Administrator
01684 561238
www.linkbusinesscentre.co.uk

Unit 7B**Wyvern Homes Ltd**

Residential Developers
Mark Wilesmith
01684 561238
www.wyvernhomes.co.uk

Unit 7C**Worcester Solar Heating Ltd**

Installers of Renewable Energy Systems
Darren Stockall
01684 575892
www.worcester-solar.co.uk

Unit 7D**Crown Taxis**

Khurshid Baig
01905 357788

Unit 7E**Executive Land Travel**

Pete Wood
07787 188720
www.executivelandtravel.co.uk

Unit 8**Cash for Clothes**

Clothes Recycling
Kevin Styles
01684 562583
www.cash4clothes.co.uk

Unit 9**Fire Industry Solutions Ltd**

Installers of Sprinkling Systems
Ken Newman
01684 892981

Unit 10**Malvern Engineering Ltd**

Chris Smedley
01684 574471

Unit 11A**Smart Car Care Valeting Centre**

Patrick
07872 991286

Unit 11B & 25**G Webb Automation Ltd**

Packaging Equipment Manufacturer
Paul Webb MD
01684 892929
www.webbautomation.co.uk

Unit 12**Surplex UK Ltd**

Recycling Computer Hardware
Mark Willis
01684 568789
www.surplex.co.uk

Unit 13**Malvern Theatres Trust Ltd**

01684 580936

Units 14 & 15**Link Tools**

Tools & Fixing Supplies
Steve Metcalfe, Gary Looker
01684 578866

Unit 16**Fixings & Industrial Supplies**

Plumbing, Heating & Industrial Supplier
Steve Mrvic
01684 892981

Unit 17**Alto Flooring Ltd**

Contract Flooring
Russell Simon
01684 573222
www.altoflooring.co.uk

Unit 18**Asiri Foods Ltd**

Food Production
Asiri Hall
01684 572310
www.asirifoods.co.uk

Unit 19**Beacon Sports & Trybike**

Commercial Embroidery
& Bicycle Sales
Jon Wootten
01684 892439
www.beaconsports.co.uk
www.trybikestore.co.uk

Units 20 & 21**The Friday Beer Company Ltd**

Micro Brewery
Andrew Keir, Perry Jackson,
Gerald Williams
www.thefridaybeer.com

Units 23 & 24**HD Connectivity Ltd**

HD TV Distribution Systems
Chris Pinder
01684 438141
www.hdconnectivity.com

Units 26 & 27**RPM Car Repairs**

Katie & Paul Bird
01684 565555
www.rpm-malvern.co.uk

Upton Business Centre:**Unit 1****Upton Farm Services**

Farm Machinery Repairs and Parts
Garry Thackeray
01684 593600

Unit 2**Forest Traffic Services Ltd**

Traffic Management
Terry Thomas
07824 371440
www.forestsupportservices.co.uk

Unit 3**Chris Ball**

Construction Machinery Sales
Chris Ball
01684 311777
www.jcbdiggers.com

Unit 4**Go For Granite Ltd**

Bespoke Granite Products
Matt Walker
01684 592777
www.goforgranite.co.uk

Unit 5B**Central Machinery Ltd**

Plant Dealer to the Trade
John Blackmore
01905 340377
www.centralmachinery.co.uk

New occupiers

A warm welcome to our new tenants at both Centres:

Unit 3 (LBC)

Black Pepper School Lunches Ltd

Unit 18 (LBC)

Asiri Foods Ltd

Unit 2 (UBC)

Forest Traffic Services Ltd

Developed in the UK... designed in Malvern ... in High Definition!

One of Link Business Centre's tenants, HD Connectivity (Unit 23) recently exhibited at the third-fastest growing tradeshow in the world, 2013 Integrated Systems in Amsterdam. The exhibition proved to be so successful for the company, that they have since taken on another unit (Unit 24) to support new business growth.



HD Connectivity are a British technology company, that designs or co-develops High Definition Multimedia Interface connectivity and signal distribution products for both the home and commercial environments.

They were at the exhibition to unveil their biggest product launch to date: HDanywhere™, which has been developed in the UK and designed here, in Malvern. This product enables customers to select, watch and control all their media devices on every High Definition TV throughout their home, not just the main set, and regardless of distance from the box.

"Exhibitions are where companies get the opportunity to present not just their products, but also their personality. It's perhaps the biggest vehicle for highlighting the dividing line between their products and their rivals'."

"Keeping the project in the UK has meant that from conception, design, right through to production we have been able to keep an acute focus on quality and attention to detail, that generally gets severely diluted when working with the Far-East."

"HD Connectivity has grown on the strength of our sales, not on outside investment. Our different approach to High Definition distribution solutions and particularly our different sales model sets us apart from the competition. We're here to challenge. We're like the red bull F1 team of this category, keep your eye on us!"

Chris Pinder, MD of HD Connectivity Ltd.

For more information about HD Connectivity:
www.hdconnectivity.com

Upton Business Centre is expanding!



Work is about to start on the construction of two new units at Upton Business Centre. The units will be ready for occupancy later on this year, and they will bring many benefits to prospective tenants:

- High insulation will mean lower heating costs and a comfortable working environment.
- The extended height to the eaves will allow for mezzanine floors to be added, providing economical working space.
- There will be no restrictions on working hours, with unlimited access 24 hours a day, 7 days a week.
- Access to the Centre is directly off a class A road (A4104), close to both the M5 (junction 6) and M50 interchange (junction 1), giving easy access to the North, South and West.
- The Centre is a secure, gated estate with 24 hour CCTV situated in a quiet but convenient location.

For more information about the new units:
www.uptonbusinesscentre.co.uk
or telephone 01684 561238

John Goodwin are the locally based Chartered Surveyors and Agents providing assistance to both Link and Upton Business Centres and are delighted with the continuing demand for good quality commercial units.



JOHN GOODWIN FRICS

CHARTERED SURVEYOR AUCTIONEER VALUER ESTATE AGENT

Ledbury Office t: 01531 634648 • e: ledbury@johngoodwin.co.uk
Malvern Office t: 01684 892809 • e: malvern@johngoodwin.co.uk