

FuelDefend Global credits export sales growth as profits rise

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With so many companies still reeling from the impact of the recent recession, FuelDefend Global has credited the company's growth over the last five years to a systematic approach to product and market diversification.

With 90 per cent of FuelDefend's fuel anti-siphon device business now firmly overseas, the assistance of organisations such as the Society of Motor Manufacturers and Traders as well as the UKTI has been essential. With the support of such bodies, senior executives from FuelDefend have been able to establish relationships and ultimately secure business with leading commercial companies in developing countries such as Brazil, Mexico and Russia.

With the latest order from Brazil finalised, FuelDefend has placed its largest ever single fleet order, over 4,000 units of its **NeckIt!** model to one of Brazil's largest fleets after three years in the country.

Speaking of the company's overseas growth Russell Fowler, Chairman of FuelDefend said: "We've invested a huge amount of time and resource into our overseas channels in the last five years. It is thanks to that foresight that we've seen company profits grow by 60 per cent over the last three years.

We've been number one in sales volume in markets such as the Middle East, a very early SMMT/UKTI success story, and South Africa for a number of years now and the key reasons for our success is the flexibility, guaranteed quality and timely supply of our product range. Many "developing" countries don't currently have the safety and security safeguards so widespread in the more mature markets, but aspire to driving supply sophistication in the region. With a large in-house technical team and knowledge of the global market we are able to expand our portfolio as and when necessary to meet the unique requirements of not only each market, but each manufacturer within it." Mr Fowler concluded.

FuelDefend Global now operates in 120 countries across the globe, sourcing and selling products via a network of 150 distributors ranging from major global OEM accounts to parts distributors, independent dealers and agents. As well as its core staff of a dozen based in the UK, the company has a dedicated General Manager in the USA and sales consultants in territories such as Germany.

FDG's global success is spearheaded by the market-leading range of **NeckIt!** Fuel Security Devices, **NeckIt! Premium** and the **NeckIt! Hercules** – the only fuel security solution that completely prevents any siphoning, skimming and overfilling – supplemented by the FuelKeepValue! Budget model.

Source: FuelDefend Global Ltd.