



Local company wins the London and South East Regional languages for Export Awards, 2003

Official Announcement

Nikwax[®] Waterproofing, based in Wadhurst, East Sussex, has been awarded the prestigious accolade of London and the South East Regional Company Languages for Export Awards.

The company, which produces a range of aftercare cleaning and waterproofing solutions for clothing, footwear and equipment is delighted to have won the South East regional award. Corine Aitouares, Export Manager at Nikwax[®], explains, "Our market is a world-wide market and our sales reflect that because of our Language Policy. The market for waterproofing clothing, footwear and equipment is international." Corine went on to say, "We recognise that understanding different cultures, customs and traditions will improve our relationships with distributors, retailers and consumers. Language and culture have always been part of everyday life at Nikwax[®]; we are very aware of how integral they are to the company's export development programme."

Whilst many companies compromise by trying to put half a dozen languages on one package, Nikwax[®] has concentrated on getting the right message - with adequate text - in the language appropriate for the region in which Nikwax[®] products are sold. Product literature is dedicated to each language area so the full range of products and their benefits are clearly presented to each target market. Nikwax[®] has even made available the backgrounds for advertisements to its distributors, onto which they can place their own language text for publication.

Marketing Manager at Nikwax[®], Jason Knights commented, "This award recognises our on-going commitment for local and regional marketing activity in any of our 41 countries we service. We are totally committed to enhancing people's understanding of what Nikwax[®] offers and the benefits our aftercare cleaning and waterproofing products bring to those people who enjoy outdoor life, even when its raining."

Nikwax[®] has an 'Export Sales Team' that organises, co-ordinates and masterminds all aspects of the company's world-wide activity. Most of Nikwax[®]'s export customers have distributorships that sell Nikwax[®] products to retail markets. To support distributors, the company exhibits at Trade fairs in USA, Germany, France, Canada, Australia and Denmark along with product training and market awareness seminars held at different times of the year for distributors. The company's export team are truly international with French, German, Spanish and Arabic native

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speakers. They recognise some of the difficulties of cross language and cross culture business and are able to utilise their talents to great effect.

The company has come along way in its 26th year of business. Nikwax[®] exported its first tin of waterproofing wax to France in 1977 when Nick Brown, it's Managing Director, went on a backpacking tour to promote his product to French outdoor retailers. As he was able to speak French he managed to introduce his product successfully to a French wholesaler that became his largest importer.

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Note

On 2nd December the company is competing against other UK businesses to win the medium-sized company National Languages for Export Awards, sponsored by Manchester City Football Club.

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