

Manufacturer targets Middle East markets

Monday, January 25, 2010

IVYBRIDGE-based acrylics manufacturer and PMG member Luminati Waycon is mounting an assault on the lucrative Middle East hospitality market.

The firm is keen to sell its Clear2C acrylic photo frames in the region and has appointed a Dubai-based sales agent to promote the products.

With help from UKTrade and Investment's Export Marketing Research Scheme, the company recently returned from a successful preliminary market research visit to Dubai.

Luminati Waycon director Steve Senior said: "We have been selling to the United Arab Emirates (UAE) market for a number of years on an 'ad hoc' basis which prompted us to explore the marketplace further.

"As a result of the trip supported by UKTI we made the decision to appoint a sales agent, RWN Trading, to represent our interests in Dubai and Abu Dhabi.

"RWN Trading has the understanding and experience within the hospitality sector to effectively market our Clear2C acrylic frames."

Andrew Prince, managing director of Dubai-based RWN Trading, said: "RWN Trading represents high quality British companies looking to develop business in the Middle East.

"Luminati has an excellent range of acrylic designed products very suitable for the hospitality market and with our new sales team fully trained, the company is well placed to have a very successful year."

Luminati Waycon's Clear2C collection includes sleek diamond-polished acrylic photo frames with a magnetic back panel for ease of mounting pictures or photographs.

The frames are suited for displaying images within a commercial and hospitality environment.

(This article first appeared in the Plymouth Herald)