

# This is Greater Birmingham, UK



Business  
Birmingham  
West Midlands Growth Company

# This is Katjes Magic Candy Factory



Katjes Magic Candy Factory, the German company behind the world's first 3D printer for candy, launched in Birmingham's creative quarter, within the Custard Factory. Katjes Magic Candy Factory joins a host of other innovative businesses in the area.



For more information please contact our team  
[businessbirmingham.com](http://businessbirmingham.com) +44 (0)121 202 5022  
[invest@businessbirmingham.com](mailto:invest@businessbirmingham.com)

Find out more about Katjes Magic Candy Factory  
[magiccandyfactory.com](http://magiccandyfactory.com)

---

“We believe Birmingham is becoming the creative and tech capital of the UK and is geographically a great location with transport links and many international flights from the airport.”

**Caitlin Richards,**  
Brand Manager



---

## What Katjes Magic Candy Factory offers Birmingham

Katjes Magic Candy Factory, the German company behind the world's first 3D printer for candy, launched in Birmingham's creative quarter, within the Custard Factory. Katjes Magic Candy Factory joins a host of other innovative businesses in the area.

Customers can choose to 3D print a logo, selfie, message or 3D shape in one of eight vegan flavours.

The Magical Design application allows anyone to create shapes, write messages and even draw their own custom candies and watch them come to life before their eyes in less than five minutes.

Katjes Magic Candy Factory currently employs six staff, and a further three interns have recently been recruited from Aston University.

The Magical Design application allows anyone to create shapes, write messages and even draw their own custom candies and watch them come to life before their eyes in less than five minutes.

---

## What Birmingham offers Katjes Magic Candy Factory

Business Birmingham has helped to profile Katjes Magic Candy Factory as new business in the city, supporting with a range of PR and marketing activity. Katjes Magic Candy Factory was introduced to key local contacts who have helped to facilitate the exportation of the Magic Candy Factory's products.

As Katjes Magic Candy Factory takes interns from local universities, the company has benefitted from the rich, diverse and sustainable talent pool. The region has a high calibre graduate skills-base with 20 leading universities within a one hour drive.

Caitlin Richards, brand manager at Katjes Magic Candy Factory, commented:

“We believe Birmingham is becoming the creative and tech capital of the UK and is geographically a great location with transport links and many international flights from the airport.”



The region has a high calibre graduate skills-base with **20** leading universities within a one hour drive.

---

## About Business Birmingham

Business Birmingham is Greater Birmingham's official inward investment programme; part of the West Midlands Growth Company (WMGC). Business Birmingham was recently named as the best regional Investment Promotion Agency in Western Europe by Site Selection magazine.

This project is partially funded by the England 2014 to 2020 European Structural and Investment Funds Growth Programme through its ERDF Investing in Greater Birmingham Project. Business Birmingham aims to position Greater Birmingham as a leading inward investment location and major engine of UK growth. For more information, visit Business Birmingham's website or sign up to its newsletter.

---

## European Regional Development Fund

The project has received funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government (and in London the intermediate body Greater London Authority) is the Managing Authority for European Regional Development Fund.



EUROPEAN UNION  
European Regional Development Fund

---

For more information please contact our team  
[businessbirmingham.com](http://businessbirmingham.com) +44 (0)121 202 5022  
[invest@businessbirmingham.com](mailto:invest@businessbirmingham.com)

Find out more about Katjes Magic Candy Factory  
[magiccandyfactory.com](http://magiccandyfactory.com)