

Welcome folks!



Welcome to the winter issue of Aro PR and Marketing's newsletter.

This month Aro celebrates its fifth birthday. I'd like to say a big thank you to the fantastic clients we've had the pleasure to work with over the years. They never fail to astound me in their efforts to push the boundaries of UK engineering. I'd also like to congratulate my talented staff who deliver time and again and make Aro such a great place to work.

Since my last missive, we've been out and about at a number of key industry events including the Northern Manufacturing Show; PPMA - the UK's leading processing and packaging show and Marine Tech Expo 2016. November saw us exhibiting at the Advanced Engineering Show, where we also had a great evening hosting a table at the Composites UK Awards dinner. We've also delivered a number of PR and marketing seminars, including one at Imperial College.

Don't forget, if you'd like to find out more about Aro's services, or the stories in this newsletter, we'd love to hear from you.

Billy McKenna
Director, Aro PR and Marketing

Aro success at Advanced Engineering Show



Rachel Price, Aro Account Manager; Peter Helgesson, Prodtex Director; Billy McKenna, Aro Director; Camilla Clarke, Aro Account Executive at the Composites UK awards dinner

Aro PR and Marketing had a successful two days exhibiting at this year's Advanced Engineering Show - the UK's largest meeting place for advanced engineering professionals at the NEC in Birmingham. As well as catching up with clients and meeting fellow exhibitors and attendees, Aro had a fun evening hosting a table at the annual Composites UK awards dinner.

Aro celebrates five years in business with new staff and clients

Aro PR and Marketing is celebrating five years in business. The specialist engineering, composites and scientific-based PR and marketing agency has grown significantly since it was set up by Director, Billy McKenna, in 2011. It now employs four members of staff and has an additional pool of seven associates.

Aro's reputation has helped win three new clients in the past six months, complementing the agency's already impressive portfolio of clients in the aerospace, automotive, motorsport, energy, marine and science sectors.

Research shows clients hire Aro as they don't always have the time or know-how to market themselves effectively. Aro's unrivaled knowledge of the engineering and science sectors means it can get the most out of any story - be it new innovations or award success.

So if your struggling to market your company, why not give us a call and see how we can help raise your business' profile and drive sales!

Clients

Below are some of the companies we are working/ have worked with.



Contact

Aro PR and Marketing
46 Fore Street
Ivybridge
Devon
PL21 9AE
☎ 01752 894 786
info@aroprmarketing.co.uk
www.aroprmarketing.co.uk

UK's leading cable loom and harness manufacturer celebrates 10 years in business



Convert Ltd, the UK's leading manufacturer of cable looms and harnesses, is celebrating ten years in business.

The Kent-based company initially employed nine people when it was set up in 2006. It has grown significantly over the past decade and now employs 30 members of staff and turns over £1 million.

Operating predominantly in the automotive, public transport and scientific/medical sectors, Convert manufactures cable harnesses for car head and rear lights, passenger gates at railway stations and a range of scientific equipment. It boasts some top industry names amongst its customers such as Wipac, Bibby Scientific Ltd, GKN Hybrid Power, Cubic Transportation and OEM Automatic Ltd, as well as leading luxury and sports car manufacturers. [More...](#)

Morris Engineering buys Britain's first Biglia twin-spindle lathes with multiple Y-axis turrets

Morris Engineering Ltd has invested in Britain's first Biglia CNC lathes of their type – capable of making everything from small prototypes to high volume machined parts.

Bosses at the Plymouth-based precision engineering firm have invested in two bespoke Italian-built Biglia CNC lathes, whose only limitation is the imagination of the engineers who use them.

The lathes, which have already dramatically increased productivity, will revolutionise their manufacturing process and future-proof the company. [More...](#)

