



# TURNING POINT

## ADVANCED LEDS REACHES A TURNING POINT WITH A SIGNIFICANT INWARD INVESTMENT

Turning Point Investments LLP has completed an investment in to Advanced LEDS Ltd currently located in Coventry but shortly to relocate to new premises in Leicestershire. The investment team has been lead by David Harvey, ex M&A Director at Rolls Royce, who will taking up a role as Non-Executive Chairman with immediate effect, together with Turning Point Investment Manager, Tom Mawhood, who is to take up a role as Interim CEO alongside him

Advanced LEDS is the brainchild of Carl Clarke who, together with co-Director and friend Mark Hopkins, has developed a range of LED lighting products for both internal and external uses including Car Parks, Roads, and Commercial Space lighting – the company was formed some 8 years ago and during this time Carl and Mark have developed the products through various stages of available technology and importantly have significant test data over many years which can be utilised to corroborate any purchase/investment decision

With the exceptional savings in running costs offered through efficiencies, LED lighting is now firmly on the agenda for both the Public and Private sector with Advanced LEDS supplying products to a number of prestigious projects through EON who are at the forefront of the introduction of this technology – a recent case study using the Advanced LEDS Marlin product is documented on their website <http://www.eonenergy.com/In-Business/Sustainable-Energy/Case+studies/marlin-streetlights.htm> quoting “**New Marlin streetlights reduce energy consumption by 70%<sup>1</sup>, saving £33,000<sup>2</sup> in operating costs and 633 tonnes of carbon at E.ON headquarters**”

Current MD Carl Clarke, who will be concentrating on UK and International Sales post investment, comments ‘This is a very exciting time for the business. The process itself has been somewhat scary as it challenges you to do a lot of navel gazing, however the prize post investment is the opportunity to realize our dream of becoming an International Leader and the LED space lighting sector. We have already supplied a number of major projects in the UK with EON and other customers, and have some increasing opportunities abroad with product already supplied to Malaysia for a motorway project’

Mark Hopkins concurs – ‘For a small business where we are all busy all of the time there is some additional stress when one has to do the day job as well as manage the investment process – however the opportunity to provide the working capital required to continue the development programme and further invest in our manufacturing capability moves the company on to the next stage which is extremely exciting after the blood, sweat and tears which have been spent to get to this position – it is a real tipping point for us – or should I say Turning Point!’

There is a lot more to this business too – the assembly of its products has been outsourced to Remploy alongside such as braking systems for Land Rover – Carl comments ‘we have found this an excellent base for assembly – the quality systems are excellent to motor industry standards and this offers a truly scaleable option to grow the business’ – and there are other options too after a recent visit to Woodfield Industries managed by Nottingham City Council which has a similar factory set-up

Tom Mawhood adds ‘We have been tracking this business for some 12 months and are delighted to be able to partner with Carl and Mark at what promises to be a period of significant growth – they have established themselves at the highest level in terms of product design and development and the technology has now reached a point where every purchaser/provider of internal and external space lighting ought to be specifying these products to deliver genuine annual savings in running costs of over 50% and over 25 years a total saving including capital costs and maintenance of over 55% which is expected to rise to 60% with further improvements. It is an exciting time for us all and I look forward to working with them as we now put together a team to realise the potential’

It is good news for jobs too, as with the investment secured Advanced LEDS is now actively recruiting for a National Sales Manager, PA/Administrator, and a Production/CAD Manager with further positions planned early in 2012

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Professional advice was provided by Duncan James of Shakespeares (Turning Point), Richard Cox of Browne Jacobsen (David Harvey) and Alastair Peet from Shoosmiths in Birmingham (Advanced LEDS)

David Harvey sums up 'Advanced LEDS is a very attractive investment opportunity with a rare opportunity for a UK company with a unique manufacturing model, and in partnership with E-On, to lead the market worldwide with high performance products offering longevity of up to 25 years, significant savings to the providers of space lighting and dramatic savings in CO2 emissions, all at a time when costs are under scrutiny at all levels within the Public and Private Sectors – large and small. I am delighted to be able to get involved in this way and believe that this business will soon be a significant exporter alongside its growing domestic opportunities. An exciting time for all'

### **For further information -**

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