



new ideas
new thinking



Working to help sustain the world's clean water supply is a young eco-technology company called Aquaread. Established in 2008 and based in Kent, UK, Aquaread is run by eco-entrepreneurs, who design and manufacture portable water quality testing instruments.

All of Aquaread's products are manufactured in the UK and test up to 20 different water related parameters in ground and surface water, a service critical to identify safe water and treat polluted water. Only four other companies in the world manufacture similar portable water probes. But Aquaread's products are unique; they carry a GPS feature so water readings can be read via Google Maps and Google Earth, allowing the user to trail the source of a possible pollutant.

EcoMind supports a young eco-innovative company developing solutions for quality water testing.

Climate scientists have been warning us of it and many parts of the world have felt it, but for most countries in Europe, water has not been considered a commodity, let alone a scarce one. However, with an estimated 1bn people across the world unable to access safe water and with the demand for water growing from 4,500bn m³ to 6,900bn m³ by 2030, access to clean water is moving up the agenda for businesses and governments.

Aquaread is riding the UK recession well; in its first year of trading, it has tripled its projected turnover and, so far, 2011 has seen it on track for a 50 per cent increase in turnover compared to 2010. To manage its growth, the company has expanded; employing two people in 2009 to eight now. Chris believes that one of the reasons for the strong year so far is due to the fact that the company invests a lot in research and development, such as funding a PHD student at Brighton. The company is constantly able to launch new, cutting edge products. "This is a growing market with environmental consultants being our biggest buyers, along with the construction industry, but the probes can be used for anything from fish farms to the food industry and waste water," says Chris.

Helping grow Aquaread is BSK-CiC, a social enterprise and lead partner on EcoMind, the environmental market and innovation development programme for SMEs. EcoMind is a European, Interreg IV A 2 Seas co-funded project which aims to help SMEs overcome the barriers in developing and promoting innovative eco-products and services, and helps them take full

advantage of the growing market for more environmentally acceptable products. Aquaread was selected to benefit from the project due to its commitment to creating eco-innovations, the scalability of its products and the team dynamism.

Chris Peacock, Aquaread's Technical Marketing director says: "Sustainable thinking is at the heart of our product. We are a small, young company and our biggest challenge is getting our brand name recognised and respected, especially as our competitors are much bigger and have been around for a lot longer than we have."

Through EcoMind, BSK-CiC were able to organise and subsidise Aquaread's attendance at major international environmental technology exhibitions to allow this small business to monitor innovation in the water sector, assess potential markets and establish contact with distributors and customers, and discover key steps in the commercialisation process of eco-innovative products and services.

Chris continues: "Going to these events last year got us on a really good footing for growth. They gave us exposure to a wider water industry market and it was great timing for us because we were new to the industry and they really gave us an eye opener to what was out there and who the big players were".





Aquaread has also benefitted from BSK-CiC's funding and marketing advice. Commenting on Aquaread's experience of working with BSK-CiC, Chris says: "Our experience has been very good. Our contacts are very helpful and are always available for advice. I think they can see we are a young company going places and enjoy working with us!"

Aquaread released four new products last year and thinks that this continual development of cutting edge products will entrench the company's place in the market. Chris also believes that listening has been, and is, the most important thing that a small company, like theirs, can do to ensure growth.

"The biggest thing that has helped us so far has been listening to other people involved in the industry and to feedback from our clients; this has allowed us to fine tune our products and create exactly what the customer wants."



To find more about this company's exciting products and services please visit

www.aquaread.co.uk

follow @Aquaread on Twitter or contact them directly on info@aquaread.co.uk.



BSK-CiC through EcoMind was proud to provide guidance and expertise to Aquaread in their quest to access new markets and increasing visibility of good new environmental solutions from Kent.

BSK-CiC is a social enterprise focused on preparing small businesses for the future.

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