

Research and development grant means expansion for small NZ company

The directors of Bellows Company Ltd, Becky and James Leuchars, have been quietly manufacturing bellows to machine builders for 16 years.

2010 has been a big year for Bellows Company. The drop in sales in 2009 meant either close shop or advertise and reach the wider market. To do this they have had to commission the design and build of machinery to automate the bellows making process. This machinery will be a world first.

EMEX 2010 was the first time they have done any major advertising due to the inability to previously meet the high demand. Their confidence to do this has come through Enterprising Manukau overseeing the successful application to TechNZ for a research and development grant to build the prototype to automate the linear and three sided bellow making process. Tests so far have been pleasing but it will take a couple of months before they can do the first production runs.

They have progressively faced an increasing demand due to the inability of current off-shore bellows suppliers to customise quickly or rebuild bellows if the measurements were not quite right first time round. Originally their bellows were a one-off product designed in 1994 by robotic design engineer, Mark Page (father of current Bellows company director, Becky Leuchars) simply to avoid the high cost, freight, and long lead times from overseas suppliers. Since then they have expanded the range to three sided, four sided, and the sewn round bellows, which are most commonly sold to hydraulic specialists throughout New Zealand but they are also great protective covers for the 'whole industry. Rocket Signs on the North Shore provided them with fantastic signage and design work right down to the product labels for the show. The feedback from EMEX was good as many people did not know they existed until now. They are also very happy with the influx of orders.

Bellows Company Ltd's range is always expanding and they enjoy a challenge, so give them a call and they will do their best to provide you with a cost-effective, high quality, customised solution made right here in New Zealand.

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