



40<sup>th</sup> ANNIVERSARY

For immediate release December 2019

### **Chancellor visits British manufacturer Focus SB**

The Right Honourable Sajid Javid, Chancellor of the Exchequer and Conservative Party MP for Bromsgrove was welcomed by Roger Kemp, chairman of electrical wiring accessories manufacturer Focus SB in St Leonards on Sea on Friday 22nd November; the same day as the company announced the opening of its 7th sub distributor showroom Fudi in Hangzhou China, at a private launch event. Mr Javid enjoyed a private tour around the head office and factory premises based on the outskirts of Hastings, accompanied by local Conservative Party candidate Sally-Ann Hart, to discover how the British manufacturer has risen to the challenges of forthcoming Brexit, deal or no deal, and local issues impacting business operations.

Mr Kemp was delighted the British manufacturer had attracted the attention of the Chancellor of the Exchequer, Sajid Javid, who requested a private tour to go behind the scenes to learn about the success story behind the business which saw it become the first and only UK manufacturer in its industry to be licensed to export products to China in 2017.

Kemp commented: “We are pleased to welcome Sajid Javid to our factory today. It gives recognition to all the hard work put in by our employees and our partners in China to make a success of opening up the China market for our electrical accessories, where we now have seven showrooms and 10 sub distributors.”

Focus SB’s research and development into a new product range for China is just one in a recent string of ongoing major investments made by the company since managing director Gary Stevens’ appointment in January 2016, which have included the purchase of an advanced 3D printer; robot cell; expansion into additional premises and growing the workforce. Recently awarded 'Most Dynamic Employer' by local charity Little Gate Farm, the company’s impressive future plans were of considerable interest to Mr Javid as Focus SB looks set to provide real prospects to

resident job seekers in Hastings, which is one of the more deprived coastal towns in Sussex, despite being one of the richest in culture and diversity.

Not his first time to Hastings, Sajid Javid MP, the then Culture Secretary, visited the Jerwood Gallery in early 2015, Hastings (now Hastings Contemporary) accompanied by Amber Rudd, MP for Hastings & Rye, and former Home Secretary, who visited Focus SB last March.

Mr Javid himself is no stranger to coastal communities and the challenges to businesses in these areas, and delivered a £40 million cash boost in 2017 announcing. "This latest investment delivers on the government's manifesto commitment to support fishing and coastal communities, and create an economy that works for everyone." The then Communities Secretary Sajid Javid said: "We're backing the Great British Coast with £40 million to create new jobs, boost economic growth and increase tourism."

To arrange an appointment at one of the company's showrooms, or a presentation at your design studio in China please contact [Kursel Ltd.](#)

For further information about the company's premium electrical wiring accessories collections in the UK and China please visit [Focus SB.](#)

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Kursel is the exclusive distributor of Focus SB products in the following countries and regions:

- China
- Taiwan
- Macau
- Hong Kong
- Malaysia

E: [focus@kursel.com](mailto:focus@kursel.com)

**Image captions:**

*(from left to right) Chris Turner Focus SB general manager, Sally-Ann Hart Conservative Party candidate Hastings and Rye, Sajid Javid Chancellor of the Exchequer, Roger Kemp chairman Focus SB.*

*Sajid Javid Chancellor of the Exchequer, Roger Kemp chairman Focus SB, Sally-Ann Hart Conservative Party candidate Hastings and Rye .*



**-Ends-**

For further information please email Suzi Baker marketing & communications at [press@focus-sb.co.uk](mailto:press@focus-sb.co.uk). General product and company information please contact marketing assistant, Nikki Leach at [press@focus-sb.co.uk](mailto:press@focus-sb.co.uk) or on 01424 858060.

**Notes to editors:** product images are available on request.

## **About Focus SB Ltd:**

Focus SB® is an award winning innovative British manufacturer renowned for the design, development and specialist hand finishing of high quality standard and bespoke electrical wiring accessories, combining traditional methods with the latest technology; specified for royal palaces, luxury hotels, high end residential, heritage buildings, marine and private jet interiors for discerning customers in the UK, China, UAE and all over the world.

The company's specialist capabilities include:

- Electrical accessory design, development and testing
- Bespoke metal plate design and manufacture
- Specialist metal finishing
- Complex supply chain project management

Focus SB commenced trading in April 2001 and was the result of a merger between Sussex Brassware Ltd (which commenced trading in 1979) and Focus Electrical Ltd (which commenced trading in 1996). In 2004, Focus SB acquired general engineering business, CH Turner & Sons Ltd and brought plate manufacturing in-house. Focus SB exports to China, Taiwan, Macau, Hong Kong, Malaysia, Bahrain, Brunei, Ghana, Jordan, Kuwait, Malta, Nigeria, Oman, Qatar and Saudi Arabia.

## **Unique to Focus SB:**

- One of a few manufacturers able to match its rocker and toggle switches to its plate finishes.
- Electrophoretic lacquering of polished brass plates providing durability and hard wearing finish, ensuring products keep their appearance over time.
- The only UK electrical accessory manufacturer with total control of its manufacturing process in-house.
- First and only British electrical accessory manufacturer licensed to manufacture and export wiring accessories to China (Oct 2017).

## **Product innovations:**

- The only truly flush-mounted electrical plate for the UK market, the Focus SB Smoothie®, designed in collaboration with the architects and designers SHH (2014).
- The only fully certified 2 way and centre-off retractive toggle grid switch suitable for use with mains voltage and ELV in the UK (2017).
- Product range developed for China export (2017)
- Latching push button switch (2019)

## **Key projects:**

- Hampton Court Palace
- Royal Lancaster London
- MGM Cotai (Macau)
- Corinthia Hotel London
- The Gleneagles Hotel
- The Londoner Macau
- Pudong Airport Satellite Terminal (Shanghai)
- Savoy Hotel London

## **Accreditations and certifications:**

- ISO 9001:2015 BSI certified
- Accredited partner of the Society of British and International Interior Designers (SBID)
- Members of the Made in Britain Campaign 2016
- Members of China-Britain Business Council's Outbound Programme (CBBC) 2017
- CCC (China Compulsory Certificate) approved, CQC (China Quality Certification Centre) compliant
- Disability Confident Committed (2017)

## **Intellectual Property:**

- Focus SB® registered 6th May 2014
- Focus SB Smoothie® registered 24th June 2014
- Pogo Pin Earth (Patent Pending)