

# British manufacturing gives products prestige

Aptly named Prestige Engineering prides itself on making its top-of-the-range specialist barrows and trolleys in England... and is expanding as a result!

**I**N these days of cheap Chinese imports and increased competition in the tackle market, it is refreshing to see a company like Prestige Engineering doing so well.

The Basildon firm has stuck to its guns and still makes its barrows and trolleys for carp and specialist anglers, including the well-known Carp-Porter, in Britain. Not only that but it has just moved to a larger factory as it continues to grow.

While the company is currently investigating the options of Chinese labour for a lower-end range of products, it is the high-end, quality items that its reputation has been built on and it is this area that is still growing.

Boss Alan Silver explained: "We pride ourselves on British manufacturing and supplying the best range of trolleys available.

Many of today's top anglers use our products - Lee Jackson, Matt Hayes, Terry Hearn, Danny Fairbrass, Ian Chilcott... it is a great advert for what we do.

"Some of the cheaper barrows on the market, sourced from China, look good but I don't believe they work as well as ours and are not as sturdy or reliable. Customers are starting to realise this.

"We are one of the few companies that design and test all its barrows before launching new products. Our Power Porter was tested for two years before it was released.

"The future looks very strong for us. We had our best year ever last year which is not bad considering everyone else has been complaining about how tough the market is right now."

Certainly the expanded factory will help this trend to continue as Prestige will be able to offer a better service, hold more stock and all spare parts, and offer a full guarantee on all its products.



## INNOVATION AND DESIGN

Continued innovation is one of the keys to success for Prestige and it is currently unveiling a limited-edition version of the MK4S, which uses high-tensile, lightweight tubing similar to the technology employed in the manufacture of bicycles.

The recently released Power Porter is also selling well as, Alan believes, it makes life easier for the angler.

He said: "There is so much tackle that anglers feel they need nowadays and people are starting to appreciate just how important barrows are. A barrow helps them take the extra bait and kit to do the job they require. In the old days they would not bother taking all that extra kit, preferring to leave stuff at home!"


As pressure increases to supply more and more items at better and better prices, Alan is also turning his attention to what the Far East can offer him, albeit at the other end of the scale.

Prestige's Power Porter - British and proud of it.



He explained: "Our long-term aim is to increase our quality and brand awareness. Carp-Porter is already an extremely well-known trademark but there is a market for cheaper Far Eastern products, using cheap labour and putting our own managers in place there. We aim to be leaders in our field and have already made inroads into this.

"However, we do see it as two distinct markets and will retain our manufacturing for top-end products as it helps us to maintain our position as designers and innovators.

"The future is extremely bright. We will supplement our top-of-the-range products made in England with cheaper imports, but only with guaranteed quality." 

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Prestige boss Alan Silver.



Each Prestige product is well designed, manufactured to the highest quality and tested at each stage to ensure it is the best.