



## MAS Y&H - Case Study

### NTR Ltd - Wetherby

#### MCCR and MAS helps to generate success

Expert advice from the Yorkshire & Humber Manufacturing Advisory Service (MAS) is helping Craig Naylor to move Wetherby-based NTR forward to a new generation of success.

MAS is a DTI initiative, funded by Yorkshire Forward and is managed by YFM Business Development providing 'hands on' advice and support to manufacturing businesses.



Founded 28 years ago, NTR provides a specialist tool repair service to a range of clients, including leading players in the automotive and aerospace industry. The firm employs 43 people and has a current turnover of £1.4m.

Eighteen months ago, Craig, who is the grandson of the founder of the business, relocated his family from London to the North to take over the reins of the family business.

He explained: "My grandfather had run the business successfully for many years, but on very traditional lines. Coming from a marketing background, I lacked experience in manufacturing and quickly realised if I was to achieve my ambitions of expanding the business, I needed expert advice and hands-on support, which MAS has certainly provided."

MAS advisors, David Brannock and Abigail Levin of MCCR & Associates, carried out a diagnostic review at NTR which looked at every aspect of the business from receipt of orders through to the manufacturing and dispatch of finished goods.

Craig went on to say: "Having the resources of MAS has been essential in turning the business around. With their guidance and the support of our employees, the operational processes are much more streamlined and efficient, and lead times have been reduced. Our sales team can now go out with confidence, knowing we have the capacity to meet an increase in orders and fulfil customer requirements and deadlines."

NTR is on target to increase its turnover by 10% this year and is also planning to expand its overseas presence. The firm already exports to a wide range of countries, including Sweden, Finland and France, and is now turning its attention to the lucrative German market.