

## World Cup boost for West Midlands manufacturers

Jun 10 2010 by Graeme Brown, [Birmingham Post](#)

Three West Midland manufacturers have already started their World Cup celebrations after winning contracts off the back of the tournament.

A new draught beer system and an England megaphone are both being made by firms in the region ahead of the festival of football, while a consignment of diggers from Staffordshire have also been shipped to South Africa to help with preparations.

With retailers expecting a £1 billion boost from the tournament in South Africa, it appears the knock-on effect to the production sector in the region is already being enjoyed.

Lichfield-based **Lorien Engineering Solutions** has helped to create a new draft beer system for the home in time to be in shops amid an increased thirst for a pint during the World Cup.

The company designed and installed a new production line for Molson Coors in Burton-on-Trent to supply a new "home draught" system allowing 10 pints of beer to fit easily in the fridge.

Molson Coors, which makes Carling, Coors Light and Grolsch, has invested £8 million in the project, timed to be released for the World Cup.

Lorien project manager Stephen Brown said: "Molson Coors UK approached us around 18 months ago with the challenge of developing the new line at the Burton site.

"The product had been tested in North America and the company wanted to launch in the UK in time for the World Cup which gave us real timing challenges. However, the process has gone smoothly and we'll be toasting our own success during the tournament."

Lorien, which employs 65 members of staff in Lichfield, has worked with Molson Coors for more than 25 years.

The latest system, which is in stores, contains a miniaturised CO2 cartridge which keeps beer tasting fresh for 30 days after opening and delivers a consistent pour.

The last World Cup provided a £1.2 billion boost for retailers in the UK and with the high street still suffering experts are predicting a welcome £1 billion extra will be spent as a result of the tournament. Data from the British Retail Consortium already shows that sales of televisions helped non-food non-store sales rise by 21.9 per cent last month.

Midland manufacturer CH Byron has won a deal to capture the excitement of the tournament by making a megaphones for fans to be heard above the noise. The Official England Megaphone will be manufactured at the firm's Bromsgrove plant.

And for those moments when they are stunned into silence it has a preset of "Olé olé olé".

Nicola Lord, senior commercial manager for CPLG Sport, The FA's licensing representative, said: "We're delighted to have added the Official England Megaphone to The FA's significant range of official product.

The megaphones will sell for £9.99 in Tesco, CPC and B&Q.

Engineering firm JCB has also profited from the World Cup, after it sent nine Staffordshire-made JCB Teletruk forklifts to South Africa to prepare the match venues. Mike Poxon, international sales manager JCB Industrial, said: "The tasks at the World Cup stadiums required a forklift truck that was flexible and capable of working on rough ground – and the JCB Teletruk fitted the bill perfectly."

It's not the first time that JCB has been called up for World Cup duty – a 22-tonne JCB JS220 tracked excavator was used in the construction of showcase Allianz Arena in Munich for the 2006 competition in Germany.