

Are you looking for help to **GROW** your business?

Case Study: Perma-Grit Tools

Collaboration 4 Growth Grant: £2,488

Who are Perma-Grit Tools?

Perma-Grit Tools design, manufacture, and supply Tungsten Carbide grit abrasive tools, for the High-Performance Car, Boat, Aircraft, Hobby, DIY and Home improvement market.

Over the past 30 years husband and wife, Ian and Tracey Richardson, have travelled extensively to make their business a household name in the carbon fibre industry. It has led to continuing relationships with high profile clients such as F1 teams and Aardman Animations.



Perma-Grit Tools applied for a grant to raise their online profile using the advertising platform - Google AdWords.

Benefits and Impact

Within 6 months Perma-Grit Tools **website visits had increased significantly**, with each user browsing for over 3 minutes. The direct retail orders received from their website **increased 38%** on average. The success continued into 2021, with a **10 and 15% business growth** per annum since the advertising campaign.



As a result of the grant, Perma-Grit Tools were able to **reach other industries** using carbon fibre, create an established presence overseas and appoint several new overseas dealers.

The grant enabled Perma-Grit Tools to reach their target audience, increase brand awareness, and helped Ian and Tracey think of the long-term future goals for the business.

If you want to find out more, [click here!](#)

