

GROWING US

British Innovation and Growth in America





In 2018 the UK Government set out four Grand Challenges as part of its Industrial Strategy to cement Britain's position at the forefront of the industries of the future: Artificial Intelligence (AI) and Data, the Aging Society, Clean Growth, and the Future of Mobility.

Many British companies have joined the UK's mission to be a torchbearer for global change, improving people's lives, boosting productivity, and delivering world-leading products and innovative technologies. They share a commitment to innovation and growth, but in addition, these companies see the transatlantic economic relationship as a crucial element in their ambition to push the envelope of what is possible.

Alongside a cross-range of companies who have turned their transatlantic ambitions into success, this publication showcases the ground-breaking technologies, companies and people leading global change to tackle the four Grand Challenges, whether it be products that allow older generations to live independently with care and dignity, or applying Artificial Intelligence and Machine Learning to the world of cyber-security, ensuring people's data is protected before it is threatened.

These stories are but a snapshot of the many British companies that help make the UK-US trade and investment relationship one of the most successful economic relationships in the world. Their transatlantic success is not just growing the UK, it is *Growing US*.

Aging Society

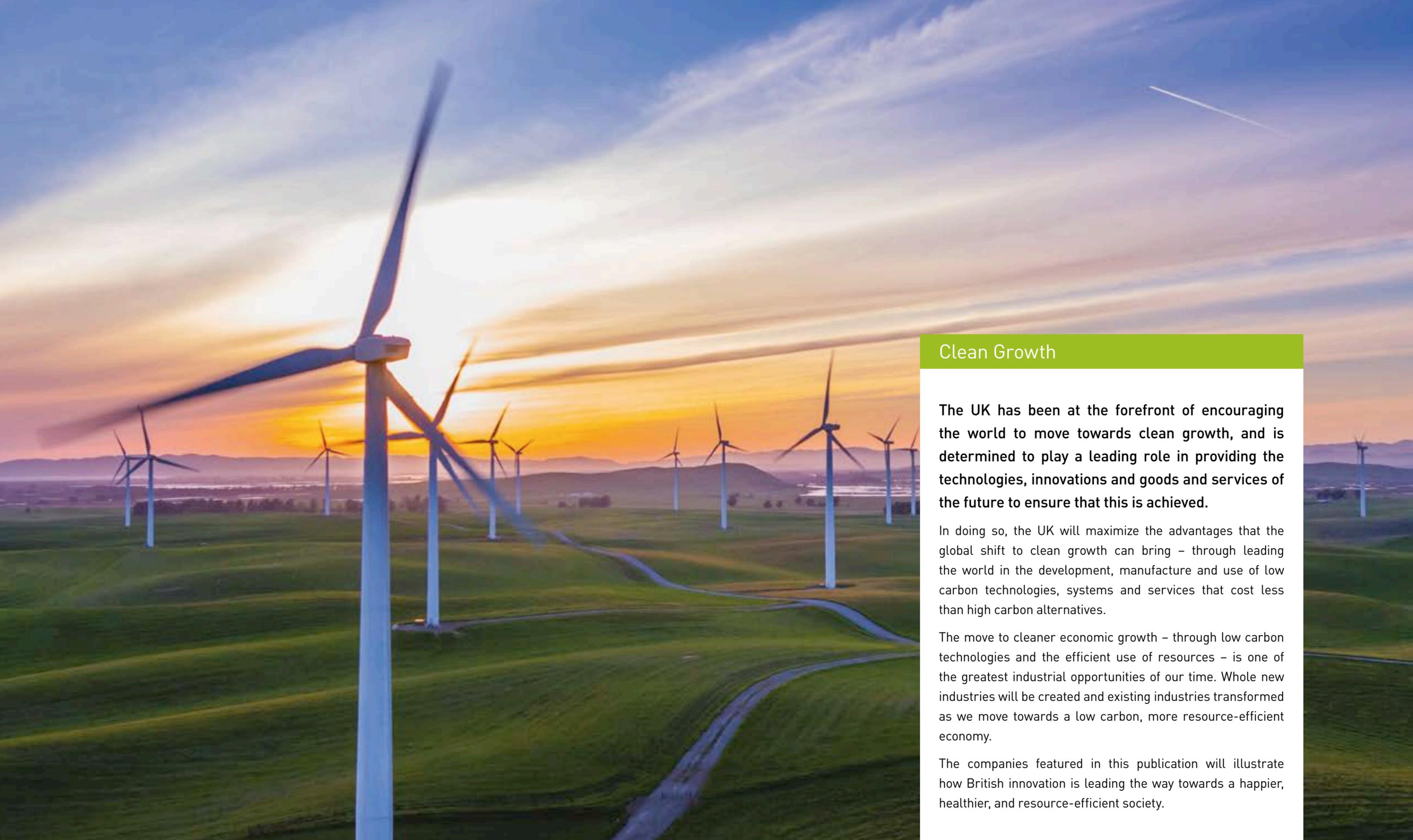
Across the industrialized world, healthcare continues to push the boundaries of innovation and research, and with it, people live longer, healthier lives.

The UK will harness the power of innovation to help meet the needs of an aging society, to fulfil its obligation to help older citizens lead independent, fulfilled lives, and continue to make a contribution to society.

As populations age, new demands are created for technologies, products and services, including new care technologies such as interconnected home products to keep loved ones living independently at home connected and safe, and ground breaking research into, and treatment of illnesses such as Alzheimer's disease and dementia.

The UK is at the forefront of creating innovative products and services that ensure the needs of the aged are met, futureproofing society for today's generations as they grow older. The companies in this publication reflect some of the ways in which British innovation is ensuring individuals in societies around the world age with dignity, health and comfort.





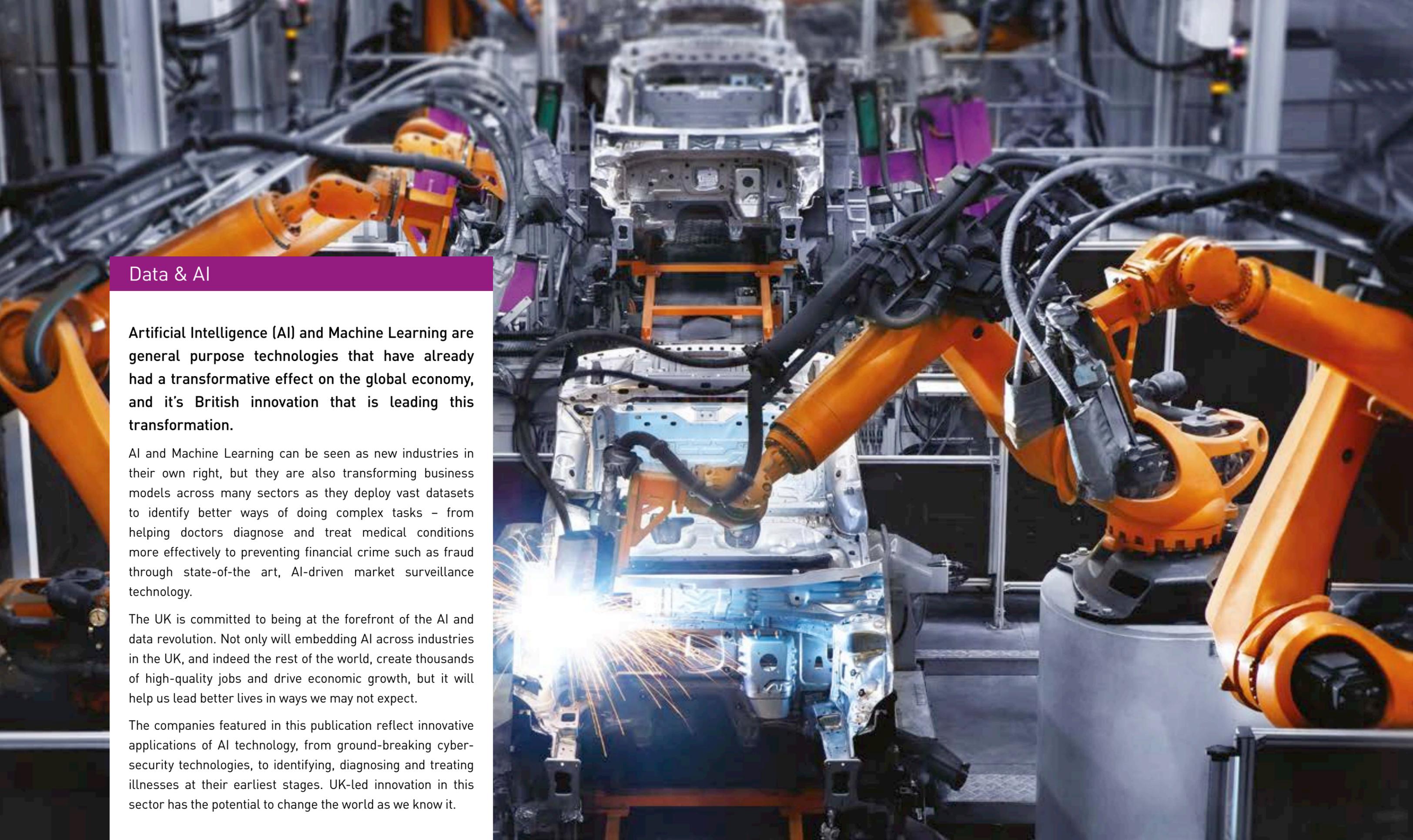
Clean Growth

The UK has been at the forefront of encouraging the world to move towards clean growth, and is determined to play a leading role in providing the technologies, innovations and goods and services of the future to ensure that this is achieved.

In doing so, the UK will maximize the advantages that the global shift to clean growth can bring – through leading the world in the development, manufacture and use of low carbon technologies, systems and services that cost less than high carbon alternatives.

The move to cleaner economic growth – through low carbon technologies and the efficient use of resources – is one of the greatest industrial opportunities of our time. Whole new industries will be created and existing industries transformed as we move towards a low carbon, more resource-efficient economy.

The companies featured in this publication will illustrate how British innovation is leading the way towards a happier, healthier, and resource-efficient society.



Data & AI

Artificial Intelligence (AI) and Machine Learning are general purpose technologies that have already had a transformative effect on the global economy, and it's British innovation that is leading this transformation.

AI and Machine Learning can be seen as new industries in their own right, but they are also transforming business models across many sectors as they deploy vast datasets to identify better ways of doing complex tasks – from helping doctors diagnose and treat medical conditions more effectively to preventing financial crime such as fraud through state-of-the art, AI-driven market surveillance technology.

The UK is committed to being at the forefront of the AI and data revolution. Not only will embedding AI across industries in the UK, and indeed the rest of the world, create thousands of high-quality jobs and drive economic growth, but it will help us lead better lives in ways we may not expect.

The companies featured in this publication reflect innovative applications of AI technology, from ground-breaking cybersecurity technologies, to identifying, diagnosing and treating illnesses at their earliest stages. UK-led innovation in this sector has the potential to change the world as we know it.



Future of Mobility

The UK will become a world leader in shaping the future of mobility. We are on the cusp of a profound change in how we move people, goods and services around our towns, cities and countryside. This is driven by extraordinary innovation in engineering, technology and business models.

Road and rail networks could dramatically reduce carbon emissions and other pollutants, congestion could be reduced through higher-density use of road space enabled by automated vehicles, and mobility could be available when we want it, where we want it and how we want it.

Smart city technology, coupled with the Internet of Things (IoT) will cause us to look differently about how to plan our cities, towns and villages, and prompt new innovations in transport, energy and waste management. Innovation in these areas, led by British companies globally, will improve customers' experience, drive efficiency and enable people to move around more freely.



PAXMAN^o

PIONEERS IN SCALP COOLING



www.paxmanscalpcooling.com



Huddersfield, West Yorkshire



@Scalpcooling



Houston, Texas

Huddersfield based Paxman Coolers Ltd. is the global market leader in scalp cooling technology that helps reduce hair loss for those undergoing chemotherapy.

PAXMAN was founded as a family business by Glenn Paxman, following his wife Sue Paxman's hair loss in connection with chemotherapy treatment for cancer. Today, the company has almost 3,500 systems all over the world and continues to conduct research and clinical trials to improve the technology. 98% of all public hospitals in the UK use PAXMAN, but the real growth is in international markets, with the main focus of the growth strategy being the USA.

In April 2017, PAXMAN achieved clearance by the US Food and Drug Administration (FDA). This milestone moment followed a three-year randomized clinical trial involving 186 female cancer patients state-wide. The following year this clearance was expanded to include all solid tumor cancer patients. In March 2019, the company's efforts achieved the inclusion of scalp cooling in the NCCN's national cancer care guidelines in the USA.

PAXMAN continues to work with specialized reimbursement consultants to influence major insurance companies and decision-making bodies, to ensure that in the future, scalp cooling will be a covered treatment in the US.

PAXMAN continues to work with specialized reimbursement consultants to influence major insurance companies and decision-making bodies, to ensure that in the future, scalp cooling will be a covered treatment in the US. In addition to promoting reimbursement, PAXMAN is also supporting other initiatives to fund scalp cooling for those patients lacking the necessary funds.

With more than 1.6 million annual diagnoses of cancer in the USA – and 597 Paxman cooling systems already available in 288 US sites, across 40 states–patients will now have greater choice and control.



www.kromek.com



Sedgefield, County Durham



@Kromekgroup



Zelienople, Pennsylvania

Formed in 2003 as a spin-out from Durham University, Kromek Group is an international radiation detection technology company that designs, develops and produces x-ray and gamma-ray imaging and detection products using cadmium zinc telluride (CZT) and other advanced technologies for the global medical imaging, security screening, homeland security and civil nuclear sectors.

The US has always been strategically important to Kromek as an early adopter of new technology. In 2010 Kromek bought a California-based technology business and three years later a CZT-manufacturer in Pennsylvania. In 2018 the business moved to a much expanded purpose-built, state-of-the-art facility near Pittsburgh in response to growth in its medical business and now employs over 55 people.

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The US Government is a major customer. Kromek has worked extensively with the Departments of Defense and Homeland Security over the past 10 years. In homeland security, it has delivered over 10,000 of its flagship D3S devices, a mobile phone-sized detector that can protect against the threat of a radiological "dirty bomb", to the Defense Advanced Research Projects Agency (DARPA), with successful deployments in Washington DC and New Jersey in the US and locations worldwide.

In medical diagnostic imaging, it has developed world-leading products based on CZT, the impact of which has been likened to moving from black and white TV to high definition color. Its detection system is embedded in thousands of medical imaging equipment used every day, enabling clinicians to better detect and monitor conditions such as osteoporosis (BMD), heart disease, cancer, and dementia (SPECT), increasing patient safety and lowering healthcare costs.





 www.darktrace.com

 Cambridge, Cambridgeshire

 @Darktrace

 San Francisco, California

Founded in 2013 by mathematicians from the University of Cambridge and government cyber intelligence experts in the US and UK, Darktrace is recognized today as the world's leading AI company for cyber security. Their pioneering Enterprise Immune System, which detects and fights back against cyber-attacks, is modeled on the human immune system.

Using proprietary machine learning and AI algorithms, the immune system works by passively analyzing raw network traffic to form an evolving understanding of 'normal' for every user, device and subnet in an organization. Without presuming to know in advance what activity is 'malicious' or not, Darktrace's AI independently learns how to detect significant deviations and immediately alerts the security team to emerging threats, whether these be subtle insiders, low-and-slow-attacks or automated viruses like ransomware. The technology then generates a digital antibody, intelligently generating proportionate responses, thwarting attacks before they escalate into crisis.

Although born in Cambridge, UK, Darktrace had global expansion firmly in its sights from the beginning. While the R&D centre remains in the UK, Darktrace founders recognized huge potential in the US market, opening an office in San Francisco only a few short months after the company's inception.

**Darktrace now has 10 offices across the US,
with the most recent additions in Fort Worth,
Austin, and Los Angeles.**

Today, the company's US business remains driven out of the San Francisco headquarters, well-positioned near Silicon Valley. Darktrace now has 10 offices across the US, with the most recent additions in Fort Worth, Austin, and Los Angeles. They continue to expand existing offices, doubling the square footage in the San Francisco and New York offices in 2018, and are rapidly hiring to meet the high demand for their technology.

Darktrace's clients in the US span all industries and include some of the nation's largest corporations, non-profits, and local governments and municipalities. Flagship customers include the City of Las Vegas, Inphi, Trek, Ebay, Steelcase, and TMobile.



 www.casualfilms.com

 Islington, London

 @casualfilms

 Brooklyn, New York

Casual Films produces corporate and brand video for multinational businesses. Working globally, Casual supports companies including BMW, Facebook, Marriott, PwC, RedBull and Vodafone - to recruit, sell and communicate with video.

In 2006, Barnaby Cook and Nick Francis took part in an old car rally from London to Ulaanbaatar, Mongolia. They produced 15 diary films of the journey for Expedia. Working with just a camcorder and a laptop, they realized they were at the leading edge of the video production revolution.

Their lightweight, high-quality approach won significant awards, new staff and followers. Casual has been voted number one corporate production company in the UK, by their peers, for three years running. To date they have produced nearly 10,000 films - continually honing their proprietary production process.

**So far there have been academy courses
in each of Casual's home cities, training
150 young people in the US and UK.**

Building on these successes in the UK, Casual opened in New York in 2011. The formula worked well in the US; the business grew significantly over the following years, particularly following the relocation of a number of the senior team in 2014. The San Francisco office opened in 2017, with LA following in early 2019. Casual Films was recognized by a Board of Trade Award in 2018 for services to transatlantic commerce.

The company's charity, the Casual Films Academy trains 16-24 year olds in filmmaking by creating a video for a non-profit. The students get training and the experience of working for a real client and the cause gets a promotional video. So far there have been academy courses in each of Casual's home cities, training 150 young people in the US and UK.





 www.advantage.info

 St Pancras, London

 @class8trucks

 Los Angeles, California

advantage USA Ltd is a UK-owned clean technology company, operating out of its offices in Los Angeles, California, that is revolutionizing the trucking industry in the US, a market worth over \$700bn annually.

Trucks play a vital role in the US economy, moving approximately 71% of the nation's freight, and accounting for 12.8% of all registered vehicles on the road. However, small margins, aggravated by rising fuel costs and environmental and political pressure to reduce emissions are two of the greatest issues facing the industry today.

advantage offers an innovative, economical and immediate solution to these issues. It holds the patented rights to manufacture and distribute a revolutionary clean technology in the US, which slashes fuel costs on large diesel engines by up to 17.6% and significantly reduces harmful emissions, including Nitrogen Oxide (NOx) by up to 83%.

The product is manufactured in the US by global manufacturer TT Electronics, allowing it to proudly carry the 'Made In USA' logo and support hundreds of jobs stateside.

The team is led by British serial entrepreneur Daniel Mitchell who has led multiple start-ups to successful exits and was named Ernst & Young Entrepreneur of the Year. Daniel has assembled a world-class team of investment, sales, marketing and engineering experts, alongside a local team of trucking and alternative fuel experts, to deliver this revolutionary technology in the US.

Developed in UK laboratories for over a decade, the advantage product retrofits easily to any of the 4 million heavy-duty diesel trucks in the US. The product is manufactured in the US by global manufacturer TT Electronics, allowing it to proudly carry the 'Made In USA' logo and support hundreds of jobs stateside.

With truck volumes set to grow by 2.3% annually across the next five years, supported by a growing economy, advantage are well placed to support both the growth of this vital industry, as well as the move towards clean technologies and a healthier environment.



www.recognitionhealth.com



Marylebone, London



@ReCogHealth



Fairfax County, Virginia

Re:Cognition Health is a world-leading center for international clinical trials. Co-Founded in 2011 by Chairman Tom Dent and CEO & Medical Director Dr Emer MacSweeney, a leading Consultant Neuroradiologist, Re:Cognition Health delivers final phase clinical trials for Alzheimer's and dementia research.

Following the success of the company in the UK, Re:Cognition Health opened its first clinic in the thriving economic area of Virginia in 2018 to give more patients the opportunity to gain access to the most advanced treatments available worldwide and to help change the future for those living with Alzheimer's disease.

Today, 5.7 million Americans are living with Alzheimer's disease, which is predicted to rise to nearly 14 million by 2050, according to the Alzheimer's Association.

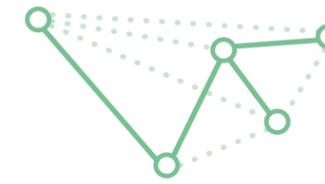
Working with global pharmaceutical companies, many of whom have their HQs based in the US, and collaborating with industry-leading experts, Re:Cognition Health is one of the most successful clinical groups in the world for enrolling individuals onto clinical studies for Alzheimer's disease and dementia.

Re:Cognition currently employs nine people in the US and 65 in the UK and has ambitious growth plans which will see more clinics being opened over the next five years.

The population of the American market provides a platform for major, continued business expansion as well as important medical research. The US offers the landscape to conduct multiple clinical trials in an increasingly aging demographic, helping advance our knowledge of the disease and getting us ever-closer to finding new treatments. Results from clinical trials have been encouraging, bringing Re:Cognition Health closer to developing treatments to slow down or halt the progression of the disease and to improve its symptoms.

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**VOYAGE
CONTROL**



www.voyagecontrol.com



Old Street, London



@VoyageControl



Los Angeles, California

Voyage Control is a British logistics software company that helps transportation hubs improve efficiencies, optimise their supply chains, as well as reduce the impact on air pollution and congestion through the use of their cloud-based technology. Voyage Control's data-driven solutions provide clients with a centralised system to help them easily and efficiently plan and track their logistical operations. The company was launched in 2013 by James Swanston, who forged the concept through his experience serving as an officer in the Australian and British Armies, working in military intelligence. They've since grown in excess of 2x year on year, and boast a portfolio of clients all over North America and the world.

After a period of slow growth in Europe, opportunity knocked across the pond. In the summer of 2016, Suffolk Construction, a Boston-based construction company agreed to trial the use of the platform at one of Boston's biggest construction projects through the help of the Department for International Trade. After a successful test of the platform, Voyage Control had their first paying US client in January, 2017.

With the huge potential stateside for a burgeoning Software as a Service (SaaS) company, CEO James Swanston decided to invest in building a US team and put boots on the ground to help spur growth.

There seemed to be less hesitation in the US for adopting new tech solutions, leading to a shorter sales cycle in this massive new market. With the huge potential stateside for a burgeoning SaaS company, CEO James Swanston decided to invest in building a US team and put boots on the ground to help spur growth.

Fast forward to 2019 and Voyage Control now employs teams in NYC and Los Angeles, covering account management, marketing, and operations. With the US-based team firmly in place, the company starting picking up more construction clients, and even won a contract to help a terminal operator at the Port of Los Angeles with their scheduling woes. With virtually all clients not only staying on board but also signing up for additional licenses, the future looks bright for Voyage Control.



 www.vegware.com

 Edinburgh, Scotland

 @Vegware

 Huntington Beach, California

You can't recycle food with plastic in it, and you can't recycle plastic with food on it. This is the key idea at the heart of Vegware, the global specialist in plant-based compostable catering disposables.

Vegware is made from plants, not plastic, using renewable, lower carbon, or recycled materials, and can all be commercially composted together with food waste where accepted.

With more than 300 eco-friendly products, including cutlery, hot and cold cups, tableware, and takeout containers, Vegware offers the only practical solution for food-contaminated disposables – helping foodservice adopt a zero waste practice that accommodates consumers' on-the-go lifestyles.

The company goes beyond packaging with a dedicated Environmental Team providing clients support and advice on closing the loop, so that used Vegware is composted to create greener pastures in America.

The company is headquartered in Edinburgh, UK, and, since launching in 2006, has grown to be Europe's market leader in compostable foodservice packaging.

In June 2017 Vegware opened its US office in Huntington Beach, and is now a team of five closely supported by the Edinburgh team. The US market presents a huge opportunity given the growing awareness of the environmental impact of single-use plastics. The company has won 70 awards for sustainability and innovation, including twice winner of the Queen's Award for Enterprise.

Vegware has a wide range of US clients from independent coffee shops, food artisans, and schools to corporate offices for social media giants, high-end hotels, and a major contract caterer, as well as regional and national distributors.

The company goes beyond packaging with a dedicated Environmental Team providing clients support and advice on closing the loop, so that used Vegware is composted to create greener pastures in America.





THE FLOW

 www.theflow.com

 Sheffield, South Yorkshire

 @TheFlowLtd

 Taylor, Michigan

The FLOW is a leading telematics provider founded in 2012 by CEO Aldo Monteforte, CIO Dr Sam Chapman and Paul Ridgway with the mission to make mobility safer and smarter for all. Their capabilities comprise data science excellence, cutting-edge technology and the innovative use of social science to provide unique insights for The FLOW's clients and their customers.

By using smartphones as powerful mobility sensors, The FLOW's intelligent telematics solutions allow insurers to price policies fairly and accurately, help drivers to improve their performance and enable auto manufacturers and policy makers to design vehicles and road systems that respond to drivers' evolving needs.

This capability was recognized by industry analyst Ptolemus in 2016 when they named The FLOW as the leader in its UBI Supplier Rankings for European Telematics Service Providers.

Since opening its US office in September 2017, The FLOW has put together a highly skilled and knowledgeable team while working hard to ensure they understand the challenges and requirements of this market.

The FLOW has always been highly committed to the US market, even securing one of the largest US insurers as their second ever customer. Since opening its US office in September 2017, The FLOW has put together a highly skilled and knowledgeable team while working hard to ensure they understand the challenges and requirements of this market.

Latest research from McKinsey Center for Future Mobility shows the US is the largest telematics market globally with the penetration of telematics standing at 20%, but The FLOW has identified plenty of room for growth with engaging products that meet driver's changing needs.

Throughout 2018, they have held a dinner for clients and contacts at the Chicago residence of the British Consul General, unveiled their new telematics solution, FlowDrive, at Connected Vehicles Insurance Conference in Chicago and partnered with AmeriTrust to deliver an innovative mobile fleet solution.



www.relx.com



Westminster, London



@RELXHQ



Dayton, Ohio

RELX is a global provider of information-based analytics and decision tools for professional and business customers. The Group has offices in approximately 40 countries, allowing them to serve customers in over 180 countries worldwide. RELX employs over 30,000 people, of whom almost half are in North America.

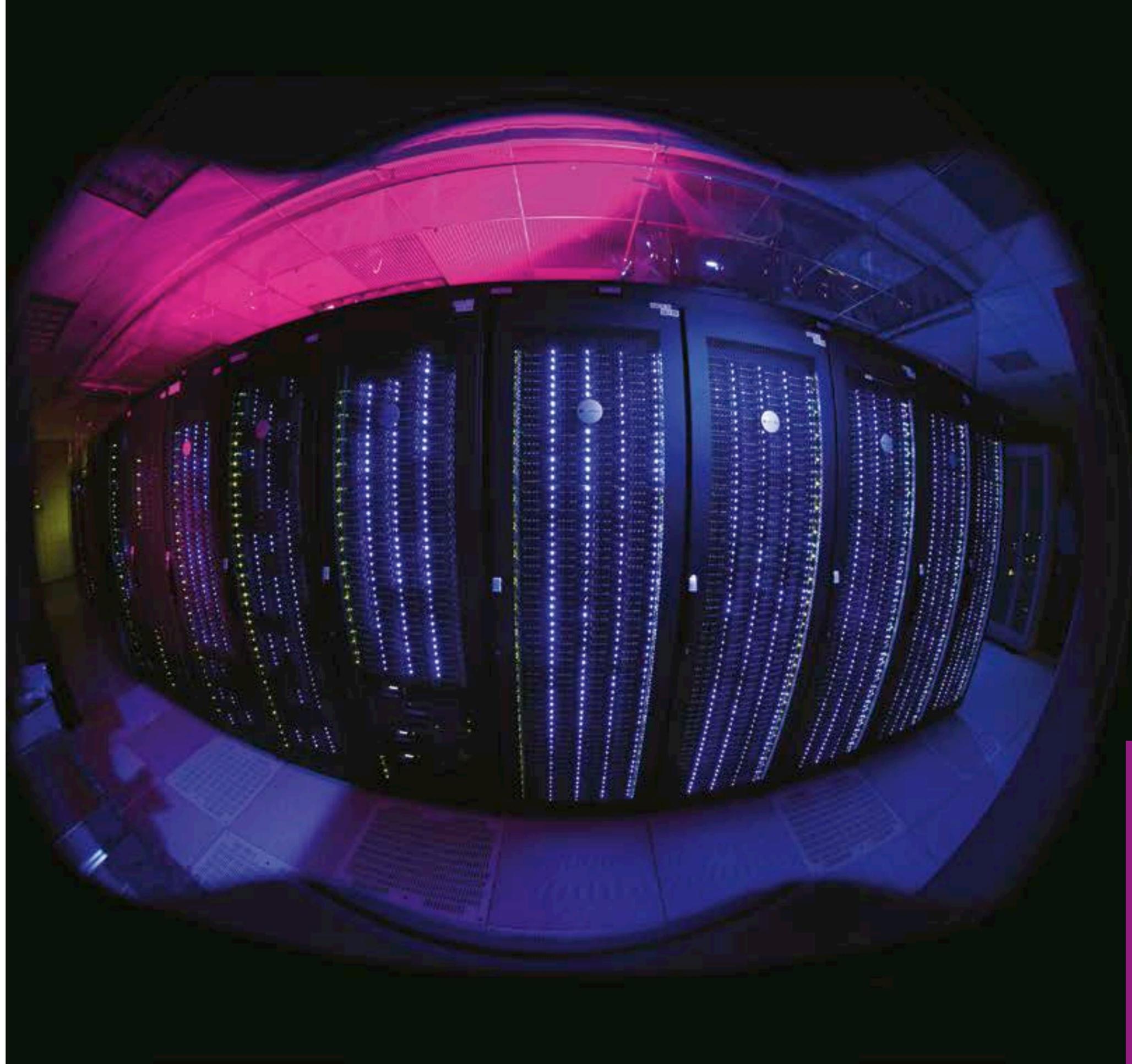
RELX helps scientists make new discoveries, doctors and nurses improve the lives of patients and lawyers win cases. Its solutions prevent online fraud and money laundering, and help insurance companies evaluate and predict risk. In short, RELX enables its customers to make better decisions, get better results and be more productive. Its brands include Elsevier, LexisNexis, LexisNexis Risk Solutions and Reed Exhibitions.

The US is RELX's largest market, generating over half of its global revenues. Its single largest employment location in the world is in Dayton, Ohio and two of its businesses are headquartered in the US: LexisNexis (New York) and LexisNexis Risk Solutions (Alpharetta, Georgia).

Around 8,000 technologists, half of whom are software engineers, work at RELX. Annually, the company spends \$1.4bn on technology.

Around 8,000 technologists, half of whom are software engineers, work at RELX. Annually, the company spends \$1.4bn on technology. The combination of its rich data assets, technology infrastructure and knowledge of how to use next generation technologies, such as machine learning and natural language processing, allows RELX to create effective solutions for its customers.

LexisNexis' Lex Machina Legal Analytics platform is used by leading global law firm Hogan Lovells to mine millions of pages of legal information, using Artificial Intelligence tools to clean, tag and structure data. Lex Machina helps Hogan Lovells' lawyers make data-driven decisions, stay competitive and make better strategic client recommendations.





 www.proseal.com

 Adlington, Cheshire

 Richmond, Virginia

Proseal, founded in the UK in 1998, designs and manufactures world-leading Tray Sealing Machinery for the food industry. Proseal has expanded its operations into sites overseas and it recently celebrated the 10th anniversary of its American subsidiary. Proseal America has continually doubled in size year on year over the last decade, demonstrating exponential growth. In 2018 the company opened a new production facility and currently employs around 80 people.

The phenomenal growth in the US has driven Proseal's international success, reinforcing the outstanding reputation Proseal machinery has for being exceptionally reliable, while featuring cutting edge design and technology.

The company is acknowledged as an innovator in new product development. Among its many achievements, Proseal invented a machine to form and seal cardboard sandwich skillets to enable them to be packed in a recyclable material; its high performance E Seal technology has reduced the energy consumption of Proseal machines by 92%. As well as achieving cost-savings for customers, this also delivers important environmental benefits. Proseal is always innovating to discover ways to deliver food to customers, in the safest, freshest condition, using the least amount of packaging materials necessary.

Proseal America has continually doubled in size year on year over the last decade, demonstrating exponential growth. In 2018 the company opened a new production facility and currently employs around 80 people.

A major factor in Proseal's success is its commitment to training, developing and encouraging new talent who will help to shape the future of engineering and food packaging. In the US, the company is establishing strong relationships with local colleges as part of its in-house apprenticeship training program.

Proseal was recognized this year by receiving a Queen's Award for Enterprise in International Trade.



Clean Growth



 www.sigmatex.com

 Runcorn, Cheshire

 @SigmatexGroup

 Benicia, California

Established in 1986 by two visionary engineers, Sigmatex was one of the first materials technology companies to realize the potential of carbon fiber as a revolutionary material that had the ability to transform our lives. As a technical textile business, Sigmatex converts raw carbon fibre into a wide variety of textile architectures, enabling its use across a range of demanding, high performance applications.

Sigmatex operates in a dynamic, high growth and fast moving industry that necessitates innovation and radical problem solving to position carbon fibre textiles as the optimum material choice, displacing more traditional materials such as steel and aluminium due to its many advantages including light weight, stiffness, strength, corrosion resistance and damage tolerance.

Sigmatex benefit from not just a strong market, but also by being able to attract a loyal, hard-working and skilled workforce in both Benicia and Orangeburg whose world-leading talent undoubtedly strengthen Sigmatex's business.

From the latest rockets being designed for space travel, next generation commercial aircraft achieving incredible fuel efficiency, game changing wind energy turbine blades creating green energy to power our homes through to mainstream cars achieving up to 30% range extension (EV/HEV) or reducing CO2 emissions by >15%, made possible as a result of carbon fiber reinforced plastic (CFRP) materials – Sigmatex lead the way.

As Sigmatex has grown, so too has its operational footprint. In 1998, they established their first US plant in Benicia, CA and have more recently added a 2nd plant in Orangeburg, SC. Sigmatex has invested heavily in the US to support its ambitions and the growth potential in the region. They benefit from not just a strong market, but also by being able to attract a loyal, hard-working and skilled workforce in both Benicia and Orangeburg whose world-leading talent undoubtedly strengthen Sigmatex's business.





 www.almacgroup.com

 Craigavon, County Armagh

 @AlmacGroup

 Souderton, Pennsylvania

In 1968, Sir Allen McClay began building what is now known as the Almac Group, with the objective to strategically develop and expand a world-class group of companies operating in the pharmaceutical and biotech sectors.

In 2008, Almac chose to make a long-term investment in Pennsylvania's future by breaking ground on a 40+ acre site located in Souderton, PA. Today, the Group has five facilities in the US – Souderton, Lansdale, and Audubon, PA, Durham, NC, and San Francisco, CA. With five unique business units operating in the US, the Almac Group stands to partner with companies in key areas of a drug's pharmaceutical development from inception through commercialization such as diagnostics, sciences, pharma services, clinical services and clinical technologies.

Almac is proud of its global reputation for excellence built over 50 years of client service, delivering expertise right across the drug development lifecycle and offering a tailored solution to each of its clients.

With the help of more than 1,500 dedicated personnel across three locations in Pennsylvania, the company's global employee count has steadily risen from 2,000 to 5,000 and has become a magnet for talent and innovation within the Life Sciences arena. Of the 112,000 people employed in the Life Sciences Industry in Pennsylvania during 2016, Almac alone contributed to over 1% of the total, with expectations for that percentage to continue growing in time.

From 2016 – 2019, the Almac Group will add more than 300 jobs in Montgomery County, PA as part of its expanding operations in Souderton, and double their physical presence in Lansdale, PA. More than \$24.4 million is committed to the expansion, which includes new machine lines, computer equipment, software, and an expanded cold storage area. In addition, more than \$5.2 million has been invested in an expansion that will create 79 more jobs over three years at its Durham, NC operations.



ROLI



www.roli.com

@WeAreROLI



Dalston, London



New York City, New York

ROLI is a London-based innovative music technology that has invented a range of hyper-futuristic musical instruments beloved by everyone from schoolchildren to musical superstar Pharrell Williams.

It all started when Roland Lamb, a New Hampshire native and accomplished jazz pianist, experimented with a new concept for a piano while studying in London in 2009. His invention, the Seaboard, replaced the black and white keys of a piano with a rippling surface of pressure-responsive silicone. This introduced a whole new dimension of expressivity, allowing musicians to find notes “in between” the notes of a standard piano — as well as bend pitch by moving fingers from side to side and deepen sounds by pressing into the surface. The Seaboard essentially combined all the musical expression of acoustic and electronic instruments in one.

ROLI’s largest market is the United States, accounting for 50% of total sales, with 15 of their 150 staff strategically placed in the creative hubs of New York and Los Angeles.

Since 2013 ROLI has adapted its touch-sensitive musical devices to all kinds of sizes, formats, and price points. The Lightpad Block, its reinvention of the drum pad, is sold at Apple Stores worldwide, and ROLI’s sound libraries and software programs are creating a new category of ‘5D Sound’.

ROLI’s largest market is the United States, accounting for more than 50% of total sales, with 15 of their 150 staff strategically placed in the creative hubs of New York and Los Angeles. ROLI boasts a list of world-famous artists among their customers, including Hans Zimmer, RZA of Wu-Tang Clan, Grimes, and Pharrell.

Pharrell Williams, ROLI’s Chief Creative Officer, is now helping Roland Lamb create the next generation of ROLI instruments that will be unveiled in 2019.



www.plimsollproductions.com



Bristol City, Bristol



@PlimsollProds



Los Angeles, California

Founded in 2013 by Grant Mansfield and Christine Owen, Plimsoll Productions creates and produces non-scripted programming for the international television market from offices in Bristol, Los Angeles and Cardiff.

The award-winning creative team has produced some of the biggest factual hits of recent years, winning Emmy awards as well as top honors from BAFTA and the Royal Television Society (RTS).

Since launching five years ago, the company has produced over 50 series for domestic and international networks, including Earth Live (Nat Geo), Yellowstone Live (Nat Geo), Rescue Dog to Super Dog (Animal Planet), Teach My Pet to Do That (ITV) as well as the upcoming Hostile Planet (NatGeo) and Camp Zambia (Love Nature, Smithsonian Networks) among many more.

Their presence in the US not only allows Plimsoll Productions to better serve their North American clients, but also access a world-leading pool of talent in the media industry.

Last year, the company earned the fifth position in the Sunday Times' annual Fast Track 100 as well as the third position in their annual Top 100 fastest growing export companies list. Additionally, Plimsoll CEO Grant Mansfield earned the SME Business Leader Award of the Year from The Telegraph and the British Chamber of Commerce awarded the company the High Growth Business of the Year, making Plimsoll the first independent production company to ever be honored with the award.

Opening their US office in 2015, Plimsoll Productions now employs over 200 to support their North American operations. Their presence in the US not only allows Plimsoll Productions to better serve their North American clients, but also access a world-leading pool of talent in the media industry.





 www.iconlifesaver.com

 Marks Tey, Essex

 @whatalifesaver

 Reno, Nevada

Following two catastrophic natural disasters in quick succession, the Indian Ocean Tsunami (2004) and Hurricane Katrina hitting New Orleans (2005), British inventor Michael Pritchard set out to create a portable water filtration device capable of providing a sustainable source of safe drinking water. After many attempts, Michael eventually created the first LifeSaver bottle in 2007. This was the world's first portable water filter capable of removing the smallest known waterborne viruses without the use of chemicals, UV light or the need for power.

LifeSaver soon established themselves as an effective solution to safe drinking water issues in the Humanitarian world. By 2010, LifeSaver had caught the attention of the British Army, who chose the LifeSaver Bottle as their portable water filtration solution for personnel operating deeper in the field.

**The Lifesaver Jerrycan™ has now been approved
by the US Army as a Small Unit Water Purifier
after passing compliance testing in 2019.**

In 2013, Lifesaver brought their products to the US market, and are enjoying growing success in the retail sector. In 2017, they released the LifeSaver Liberty™ bottle, their first water purifier made specifically for travellers and outdoor enthusiasts. Their US operations are supported by a team of 4, located strategically on both the east and west coasts. The US market now constitutes approximately a third of Lifesaver's business.

The LifeSaver Jerrycan™ has now been approved by the US Army as a Small Unit Water Purifier after passing compliance testing in 2019. This certification means LifeSaver's filter technology meets the high standards of the US Military, and places the brand among a very elite few to have achieved this benchmark.

Today, LifeSaver's products are used by hikers, soldiers and at-risk communities in the developing world suffering from a lack of clean water. Through their continued success and innovation, LifeSaver is working to put an end to water poverty across the world.



www.chess-dynamics.com



Horsham, West Sussex



@Chess_Dynamics



Denver, Colorado

Based in Horsham, South England, Chess Dynamics Ltd is a world leader in producing fire control and tracking solutions as well as highly effective, reliable and versatile surveillance systems for maritime and land applications.

With the rising threat of commercially available drones, also known as Unmanned Aircraft Systems (UAS), often used for malicious and hostile intent, it is no surprise that a leading Counter-UAS solution being used by the US Government depends on Chess Dynamics' innovative solutions.

Through the expertise of Chess Dynamics, US job creation has been noteworthy, but the innovative and life-saving protection of the C-UAS capability, for US Government and Commercial use, is second to none.

Working with their partner Liteye Systems Inc, Chess Dynamics has helped create a multi-million-dollar Counter-UAS production and integration capability based in the foothills of Denver Colorado at the Liteye manufacturing facility. Through the expertise of Chess Dynamics, US job creation has been noteworthy, but the innovative and life-saving protection of the C-UAS capability, for US Government and Commercial use, is second to none.

Taking a broader view, Chess also manufactures a range of naval fire control systems incorporating optics and radar. These, like their land-based cousins, double up as extremely effective surveillance systems in their own right. They are in service with the Royal Navy, the French Navy and allies around the world. Chess Dynamics' most recent innovation combines the latest generation of infra-red cameras and targeting radars to deliver in-flight course correction for small and medium sized projectiles.

Working through their US partner Liteye Systems Inc, Chess Dynamics will continue to deliver excellence and innovation to the US Government.





 www.intelligent-energy.com

 Loughborough, Leicestershire

 @intellenergy

 San Jose, California

Intelligent Energy is a fuel cell engineering company focused on the development, manufacture, and commercialization of its Proton Exchange Membrane (PEM) fuel cell products, for customers in the automotive, stationary power and Unmanned Aerial Vehicle (UAV) sectors.

Intelligent Energy is headquartered and manufactures in Loughborough in the UK, with additional offices and representation in the US, Japan, India and China. With people in California, New Mexico and Wisconsin covering commercial and technical support, the US is an important target for sales ranking alongside the home European market.

The company has a history of 30 years of fuel cell development and has commercially available a range of fuel cell products to help its customers unlock the benefits of hydrogen with complete systems. Fuel cells are used in multiple applications where clean, lightweight, high efficiency and cost-effective power is required.

With people in California, New Mexico and Wisconsin covering commercial and technical support, the US is an important target for sales ranking alongside the home European market.

Intelligent Energy has significantly reduced the weight of its fuel cell stacks specifically to be integrated into Fuel Cell Power Modules for UAVs. Fuel cells are an ideal solution to the current time restraints offered by traditional battery power sources, with a much higher energy to mass ratio meaning UAVs can stay in the air three times longer.

The company's 800 series of Fuel Cell Modules (FCMs) are a viable, zero emission power solution to traditional diesel generators. They are near silent, emit only pure water vapor and are designed for modularity and scalability.

For the automotive industry, Intelligent Energy's proprietary fuel cells provide clean power at class leading power densities for a range of automotive applications, whether for primary powerplant, battery electric vehicle range extender or off-highway use, such as truck refrigeration or APUs.

COSWORTH

 www.cosworth.com

 Northampton, Northamptonshire

 @Cosworth

 Shelby Township, Michigan

Cosworth has established impressive credentials as a preferred Tier 1 supplier of powertrain and electronics solutions. When it comes to high performance development, few can rival the company's proven expertise.

Working with customers around the world, Cosworth delivers innovative internal combustion engine (ICE), hybrid and battery technology that is helping to shape the future of the motorsport, automotive, marine and aerospace industries.

From idea to production, Cosworth is also a leader in high performance solutions for motorsport and automotive intelligence, helping to improve vehicle performance and to connect the vehicles of the future.

Cosworth is trusted by organizations such as General Motors, the US Navy and the IndyCar Series, while also playing an instrumental role in pioneering road car projects like the Aston Martin Valkyrie.

Based in Shelby Township, MI, and opened in 2018, Cosworth's North American headquarters houses the company's second OE Manufacturing center. Spanning 60,000 square feet, the facility will produce powertrain and electronics solutions to support clients in the North American market.

Spanning 60,000 square feet, the facility will produce powertrain and electronics solutions to support clients in the North American market.

With contracts already extending to 2026, Cosworth is busy developing new solutions from battery sensor technology through to hybrid solutions. It is in this area where Cosworth believes it can demonstrate its value to customers and reinforce the leading role it is playing in the future of mobility.



TradingHub provides trade surveillance services to the global financial community analyzing over US\$ 8 trillion of assets every day. TradingHub's clients include the leading global investment banks, asset managers, hedge funds, commodity houses, brokerage firms and regulators across the world's key financial centers.

TradingHub has grown significantly over the last five years doubling revenue every year and creating multiple international offices including New York, Denver and Hong Kong. Already a significant player in the European markets, TradingHub has started to expand aggressively in the US picking up flagship clients across multiple asset classes.

TradingHub's state-of-the-art products cover a wide range of purposes for their clients including: identifying market abuse such as insider trading, layering and spoofing, front running, ramping and a host of other market manipulation acts; profiling traders and portfolio managers to identify behavioural biases and performance issues; identifying fraud and unauthorized trading including highlighting any potential cases of rogue trading; and ensuring financial firms achieve best execution for their clients in accordance with global standards.

The team in the US has tripled in the last two years with a fourfold increase expected over the coming 18 months.

TradingHub's global expansion has been fueled through the combined use of AI, machine-learning and statistical models and its ability to cover all asset classes and product types including exotic derivatives.

The team in the US has tripled in the last two years with a fourfold increase expected over the coming 18 months. TradingHub projects that more than half of its clients and revenue will hail from the US by Q4 2020.



We would like to extend a special thanks to the companies showcased in this publication for illustrating how the special relationship is improving lives across the world every day.

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Project Lead Emanuel Adam, Director of Policy & Trade
Content and Design Dominic Parker, Communications Manager

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