

## Renown Engineering

### Business and Law, Engineering and Environment: KTP case study

Renown Engineering has recently completed two high successful KTPs (Knowledge Transfer Partnerships) projects with Northumbria, one to implement a business and marketing strategy, and the other to introduce a New Product Development capability. Graduates Ben Moore and Jack McCusker have helped Renown to re-invent itself as a high-tech, value-added company with its own products and brands, prepared to fully exploit future opportunities.

Both KTPs have been rated as 'outstanding' by the Technology Strategy Board, an accolade that less than 15% of KTPs nationwide achieve, and both KTP Associates are now employed by the company, a testament to the effectiveness of the scheme.



**"Since the KTPs started, our sales have risen from £11m to £15m and profits have also increased. The KTP relationship has been a great success for all involved. Academic knowledge and research have been helpful in our strategic thinking and planning, and the KTP continues to deliver tangible benefits to the growth of the business."**

John Hamilton, Managing Director, Renown Engineering

For more information on how Northumbria University can help unlock value in your business visit:

[northumbria.ac.uk/business success/](http://northumbria.ac.uk/business-success/) Or call 0191 227 7262