



J-Flex Rubber Products has been appointed to the Department for International Trade (DIT) Export Champion programme.

The business, which supplies rubber-based products to technology-driven markets, currently exports to over 50 countries including America, Canada, Chile, Australia, Germany and Spain – as well as India where we have an office and general manager in Mumbai.

Sam Kirk, Managing Director at J-Flex said:

“Despite not being able to visit many of our long-standing customers in recent times [due to the pandemic] we have embraced new ways of working and communicating which has helped us to a) manage existing export business, and b) win significant new business in South America without physically travelling there.”

Sam also reserved special thanks for DIT International Trade Advisor, Kathryn Borg: *“Kathryn has supported J-Flex for several years now with access to funding or funded projects, export market advisors/researchers, market intelligence reports, and various export-related events. We were delighted to accept the offer to join the Export Champion programme and look forward to sharing our export experiences and the*

advice imparted to us by Kathryn with other likeminded businesses.”

Kathryn Borg, International Trade Advisor, added:

“It has been a pleasure to work with J-Flex for almost ten years – firstly with John Kirk until he was succeeded as Managing Director by his son, Sam. It is a flourishing family business with a new senior team – lead by Sam – who can look objectively at how they can improve the business through export. As a result of the team being so receptive, and Sam understanding the benefits of working with myself and DIT, it is very satisfying to offer support and all the DIT services that I have in my ‘toolkit’ to J-Flex.

Sam takes every opportunity offered and turns it into success. For this reason, I could think of no better person or business to be an Export Champion.”

About Export Champions

Export Champions are businesses that have successfully sold overseas and encourage others to consider growing their business through exporting. They provide peer-to-peer support, act as sounding boards and raise awareness of DIT services.

To find out more information, visit www.great.gov.uk

