



Sector: Water and Waste Water

Deal type: Equity

Investment Date: January 2019

Sunnybarn Investments Ltd has made an investment in Smart Storm Ltd, an innovative Water and Waste Water instrumentation and solutions company, which has recently moved its Head Office from Yorkshire to North Wales. Smart Storm has secured new funds from Sunnybarn Investments and the Development Bank of Wales to support its ambitious plans for growth and the expansion of its Instrumentation and Research and Development divisions.

Dr Duffy, the company founder and Managing Director is a Bangor University Graduate and he has always had a goal to bring his company to North Wales. Dr Duffy is passionate about the region and contributing to the North Wales economy, creating high quality jobs and developing research programmes with Bangor University. Already, Smart Storm has established a Knowledge Transfer Partnership (KTP) with the Electronics Department at the University.

In the established Water and Waste Water Industry innovation is a necessity for growth. Smart Storm utilise the latest technologies in their instrumentation to ensure the most accurate measurement, whilst offering a truly unique user-friendly experience, not seen in other instruments. Large touch screen graphic displays and intuitive pictorial menu choices make the Smart Storm product range 'plug and play' in a user manual world.

Dr Duffy, believes that the company's continual commitment to the development and investment is key to their success, "The problem over the decades has been that industrial instruments have been left behind in their development compared to consumer products such as mobile phones, satnavs, computers etc. Our response was to develop products that utilise this technology to significantly improve performance and reduce the bills for our customers". The Universal Smart Instrument is their flagship product that best encapsulates this; the multi parameter instrument, with windows-based operating system, removes the need for several standard instruments whilst considerably improving the user experience.

Dr Duffy, Founder and Managing Director added: "We are delighted to welcome Sunnybarn Investments to our team and in particular Phil Buck's expertise in growing businesses through acquisitions and export sales. This will support our continued growth and help us to achieve our goal of becoming the UK's leading provider of Waste Water instrumentation and treatment solutions"

Phil Buck, Chairman of Sunnybarn Investments Ltd who has joined the Board of Smart Storm Ltd said "We are delighted to become shareholders in Smart Storm Ltd. They have some of the most innovative measurement and control technologies available for use in the Water and Waste Water industries. Developed, designed and built in Wales where we expect to create 25 highly skilled jobs at our Headquarters in Bangor, we look forward to supporting Dr John Duffy and his team build a strong and successful export led business."