

## Express &amp; Star

Friday, November 13, 2009

## Loan will aid exports



Paul Kalinauckas, right, chief executive of the Black Country Reinvestment Society, and Paul Udenze, managing director of Britchem Products UK

An Oldbury-based company that recycles paint thinners for export to West Africa is expanding thanks to a loan from a community development finance institution.

**Britchem Products UK** has received a loan of £50,000 from the Black Country Reinvestment Society (BCRS) to expand its factory and product range.

Britchem produces and exports recycled thinners. These are bought in bulk and put into five-litre cans, branded with their own Soligard label, then shrink wrapped, palletted and exported to West African countries, including Nigeria, Chad, Ghana and

Niger, through the company's base in Lagos. Britchem also manufactures for export own-brand surface coatings for wood and the autocare sector including paint thinners, wood lacquer and car paint.

Britchem owner Paul Udenze, an accountant who has lived in the UK for over 30 years, spotted a gap in the market when he found that many products being exported to Africa were not fit for purpose.

"The finance has helped us to expand our facility and product range and also to fund the scientists to formulate the products for us," he said