

# network

## enterprise europe

### yorkshire

## Case study

### Coatings

**Organisation:** Chamelic Limited

**Location:** Leeds

### About Chamelic Limited

Chamelic Limited is a specialist polymer technology company based in Leeds. It was spun out of the University of Leeds in 2006 to exploit intellectual property first developed by Prof. Simon Biggs. Its leading product range is called RepelSmart and includes products that repel dirt and dust to reduce the need for cleaning and lower maintenance costs.

### Enquiry

The company was interested in exploring potential applications for its exciting dirt innovative coatings and contacted Enterprise Europe Yorkshire with a view to finding potential collaborative partners across Europe.

### Solution

Chamelic added its product profile to the Enterprise Europe Network database of technology offers and requests and since June 2007, EEY advisors have been scouting for potential innovation partners.

In Autumn 2009, international display marketing company MACtac expressed an interest in Chamelics technology profile.

Samples have been tested by MACtac and a deal is in place to build Chamelic's coatings into its outdoor display surfaces.

"Advisors at Enterprise Europe Yorkshire have helped us establish an exciting partnership with one of the world's leading outdoor display companies. For companies looking to explore new and overseas markets, the European wide database of companies and technologies is a great way of promoting what you have to offer." **Dr Sasha Heriot, Chamelic Limited**

Getting a foothold in new markets can be a challenge. EEY can help. Your local gateway to the European marketplace, EEY is part of Europe's largest business support network with a presence in 46 countries and 280 cities.

Co-funded by Yorkshire Forward and the European Commission, the EEY team of advisors works with businesses, universities and research bodies to help them make the most of opportunities overseas.

EEY helps organisations interested in..

- Research opportunities
- Business opportunities
- News alerts & information
- Public procurement, 'Tenders Electronic Daily'

\*\* Enterprise Europe Yorkshire brings together four local organisations including Yorkshire Forward, RTC North, Targeting Innovation and Bradford Metropolitan District Council which are dedicated to helping your business get the information and advice you need, to compete effectively here in the UK and the rest of Europe

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