

## Armagard Wins Queen's Award for Enterprise

Written by Bob Snyder  
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UK-based Armagard wins the prestigious **Queen's Award for Enterprise**.

Armagard exports protective enclosures to ensure safe working environments for outdoor digital signage screens, computers, printers and other electrical hardware and have been awarded the 2013 Queen's Award from Her Majesty Queen Elizabeth because of their success in overseas markets.

They achieved substantial growth in overseas earnings over the last three years, **with exports growing by over 300%**.



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Armagard says their export success is due to planning and focus, started as the UK was plunged into recession.

“We conducted a strategic analysis of overseas markets and competitors, and formulated a targeted market entry strategy to grow export sales within outdoor digital signage. All this was prior to the recession but we decided to continue the plan against the advice of some of our then financial advisors as the recession hit in 2008,” says Managing Director Mark Neal.

Armagard's strategy has seen **foreign sales increase from just 6% of annual turnover in 2007, to 63% by 2012.**

The Queen's Award for Enterprise is an annual prize awarded to UK businesses for outstanding achievement. Her Majesty the Queen chooses the winners of each year's award after taking advice from the Prime Minister's Advisory Committee.

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