



## Business Support Case Study

**Company name:** Armadillo Merino

Andy Caughey is founder and CEO of Armadillo Merino®. Established in February 2011, the company designs and manufactures next-to-skin protective clothing for protective operators. Their garments are constructed for demanding environments using a range of technical merino fabrics that deliver superior protection, performance and comfort to wearers by exploiting the unique properties and attributes of the merino fibre.

Currently the company supplies astronauts, special forces, military, SWAT teams, police, fire, ambulance, search and rescue, motorsports, heavy industry and other professionals who want to work safer, harder, faster, stronger and for longer.

Armadillo Merino®'s export journey started in January 2012 and they have been working with the Department for International Trade (DIT) since then. Italy was the first export market but now they work in over 35 overseas markets.

As well as supporting Andy with ongoing advice and access to workshops and overseas colleagues, DIT were able to work with D2N2 to secure ERDF funding enabling him to go on a business trip to the USA. An integral part of their export strategy, the trip was designed to launch the Armadillo Merino® brand into the US, targeting in particular the US police forces and law enforcement departments. The financial assistance was used for travel to and from the USA and building a brand presence at a specific police industry tradeshow in Phoenix with a garment display and printed material that included catalogues and workbooks customised for the US market.

At the tradeshow the company met with industry leaders, media, decision makers and end users. This provided them with valuable feedback on the products, the targeted market place and competitors as well as the opportunities and challenges that would be faced in entering the US market. They have now appointed two distributors who represent Armadillo Merino® covering the USA from coast to coast and are now outfitting police forces with Armadillo Merino® garments.

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### Contact the Department for International Trade East Midlands

E-mail: [info@tradeEM.co.uk](mailto:info@tradeEM.co.uk) Tel: 0345 052 4001

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#### The demand is out there. You should be too.

The Department for International Trade (DIT) is the Government Department that helps UK based companies Succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy, acknowledged as Europe's best place in which to succeed in global business.

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