



## April Feature Story 2012:

### "Royal Warrant for Horticultural Machinery Delights West Country Engineering Firm".

SFM Technology's innovative design and engineering capabilities have been recognised with the grant of a Royal Warrant as Bespoke Manufacturers of Horticultural Equipment. The Somerset based fruit harvesting machinery manufacturer received the grant for supplying the fruit farm at the Royal Sandringham Estate in Norfolk with innovative horticultural machinery designed to assist with the year-round efficient horticultural management of the estate's fruit farm.

The design of the specialist horticultural machinery was originally conceived in 2005 and supplied in early 2007, allowing it to be used throughout the growing season. The machinery, now approaching its fifth season, is regularly maintained and serviced by SFM whose horticultural machinery design and manufacture supports the cultivation of soft fruits including blackcurrants, raspberries, rose hips, blueberries as well as a comprehensive range of apple harvesters for the cider making industry. A substantial proportion of SFM's machines are exported to meet the needs of fruit farmers in continental Europe, New Zealand, Australia and South America.

Commenting on the Royal Warrant, SFM's Keith Tridgell (Director retired) said, "As the initial Royal Warrant Grantee, I am personally delighted to be instrumental in the company's success in being recognised in this special way. The business, which began life as Somerset Fruit Machinery Limited in 1985, has focused on innovative designs to meet the individual needs of fruit growers around the world and this has been the driving force behind our becoming one of the world's leading brands. To have been given the opportunity to supply the Royal Household is a very special privilege, makes us immensely proud, and is a credit to everyone in our company whose skills have contributed to SFM being granted The Royal Warrant".



Well-known IBA sponsor and industry supporter Keith Tridgell (left) with John Cullum, the High Sheriff of Somerset, who unveiled the Royal Coat of Arms on the wall at SFM Technology. SFM was granted a Royal Warrant for their berry fruit harvesting equipment.

Richard Whittington, SFM's Managing Director, added, "I am especially pleased that this grant recognises the company's design and engineering skills which are pivotal to our ability to produce bespoke solutions to meet customers' needs. The horticultural equipment supplied to Sandringham amply demonstrates our capabilities in this area. To become holders of this coveted grant, and become members of the Royal Warrant Holders Association, is a major milestone in the company's 25 year history".

***For more information about SFM Technology or photographs please contact either:***

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