

## **North East manufacturer, Sure Purity is honoured with Queen's Award for Enterprise for International Trade**



Blaydon-headquartered manufacturer Sure Purity Ltd has received a Queen's Award for Enterprise. Recognising excellence in International Trade, the award will see the North East manufacturer named as one of 225 organisations nationally to be honoured with a prestigious Queen's Award for Enterprise.

Founded in 2016, Sure Purity manufactures carbon dioxide polishing filtration systems used by the beverage industry to prevent contamination of products. Using a unique technology, their system removes potentially harmful trace impurities from beverage grade carbon dioxide. With contamination resulting in off-flavours, smells and appearance of beverages, and in some instances even leading to food safety recalls, this technology addresses major global quality concerns in the beverage industry.

Founder and managing director, Gary Robson said: "Having worked in the global beverage industry for more than 25 years, it was my first-hand experience that led me to develop a business that could address industry concerns over reoccurring food safety issues that arise from contamination. For the first 18 months, we invested heavily in our research and development to create a product which could address this and were awarded a contract with two major global brands to develop technology which would support their own manufacturing.'

**pure innovation**

With increasingly high demand from international customers, the Gateshead based company has experienced considerable growth over the last few years, doubling turnover since 2019. Despite the challenges of the Covid-19 global pandemic Sure Purity has recently increased its workforce to support with manufacturing and has recently moved into a larger premises in Blaydon to accommodate their expansion. Soon to be expanding into new markets and introducing new products, the business aims to create more jobs in the region with their continued growth.

Speaking of receiving a Queen's Award for Enterprise, Gary said: "It's an incredible honour to receive an award this prestigious and we're proud to be flying the flag for the North East region. We're a region that is known for our history of innovation and we're proud to be continuing this legacy. With our industry-leading product, we're not only helping to protect global brands and their consumers brands from issues of contamination, we are also providing a sustainable way for major brands' beverage bottling plants to reduce their solid waste by 50%, and in doing so lower their carbon footprint."

Now in its 56th year, the Queen's Awards for Enterprise are the most prestigious business awards in the country, with winning businesses able to use the esteemed Queen's Awards Emblem for the next five years.

427 words

Ends

pure innovation