

MEDIA PACK

& RATE CARD

**Stand out in the crowd
& start meaningful
conversations**

▷PRINT
▷DIGITAL
▷EVENT

www.nepic.co.uk



ABOUT NEPIC

NEPIC is an award winning membership cluster organisation working with the chemical-using industries in the North East of England. We cover a broad sweep of chemistry focussed industries including petrochemicals, polymers & materials, fine & speciality chemicals, pharmaceuticals, biotechnology and renewables.

Together with our member companies, we work to build upon the already powerful industrial base located here and make this region one of the most competitive and successful chemical-processing locations in Europe.

We are privately-owned, led by industry and work to support cluster members to become successful and sustainable organisations, in a collaborative business environment that helps them to grow.

THE TEAM

Supporting you from initial discussions, through concept and roll-out to results and connections!



Louise Gwynne-Jones
PR & Communications Manager

📧 louise.gwynne-jones@nepic.co.uk | 📞 +44 (0) 1642 442 569

Louise heads up NEPIC's marketing communication activity and, with 20 years' industry experience, is on hand to ensure your engaging messages start meaningful conversations.

Enquiries & Bookings | Content | Marketing & PR | Publications



Ebba McGuigan
Membership & Engagement Manager

📧 ebba.mcguigan@nepic.co.uk | 📞 +44 (0) 191 516 4400

Ebba works with NEPIC's member companies to ensure that those who want to become involved do so, and those that are, get the most from their membership and the Cluster.

Enquiries & Bookings | Events & Conferences | Sponsorship | Member Support



Victoria Pepper
Senior Graphic Designer

📧 victoria.pepper@nepic.co.uk | 📞 +44 (0) 191 516 4400

As an experienced senior graphic designer, who has developed the visual identity of NEPIC's print and digital platforms and associated brands, Victoria can help with all design and art-work related enquiries.

Enquiries & Bookings | Design & Branding | Technical Specifications & Artwork



Justin Wilkinson
Marketing Systems Executive

📧 justin.wilkinson@nepic.co.uk | 📞 +44 (0) 191 516 4400

Justin manages the Cluster's marketing systems, ensuring the business can communicate effectively with its members and stakeholders via suitable systems and accurate data.

Enquiries & Bookings | Members Hub & Website | Data & Analytics

THE REACH



Online

2,500 unique monthly users



Print

Circulation 10,500



Email

6,500 industry contacts & growing



Events

Over 5,000 attendees per year



Social

Twitter: 2,000+

LinkedIn: 4,000+

LinkedIn Employee Reach: 20,000+



PRINT



The most important benefit of print media is its tangibility. Among the reasons why many people prefer print is to do with the feel of the paper, having it in their hands means that the content is real, it exists.

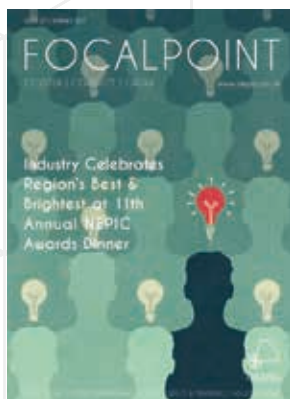
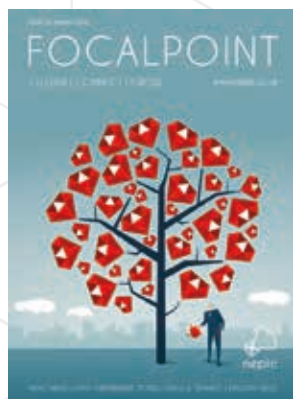
Through NEPIC's print publications, you can engage with and draw your customer in through attention-grabbing content before rewarding them with a worthwhile offer or service.

FOCALPOINT

“

Engaging and insightful interviews, news, features and updates from across the chemical-processing industry and associated supply chain. This 40-page glossy is distributed on a quarterly basis to industry contacts and key stakeholders. Now in its 58th issue, FOCALPOINT has very much become the magazine for North East industry and its businesses.

”



Sponsor Our Next Edition

If you are rebranding, launching a new product, opening a new facility or celebrating a company milestone then our sponsorship package could be just the ticket. Sponsorship includes a centre page spread, your logo on every page of the issue and a cover page banner.

Design support is included within the cost and as our issue sponsor you will receive 50 copies of the magazine for your own use, a digital copy of your spread for future use and a linked-logo from the FOCALPOINT download page for the shelf life of the issue.

Advertise with Us

Advertising within FOCALPOINT offers your company a unique platform to promote your business to the NEPIC network and wider process sectors. We don't charge members to share good news stories within FOCALPOINT, however, should you wish to include a sales message, promote an event or mark a milestone then we have advertising opportunities to suit all budgets.

2017 production schedule

	Editorial Deadline	Artwork Deadline	Print Deadline
Winter 17	3 February	8 February	17 February
Spring 17	5 May	12 May	19 May
Summer 17	4 August	11 August	18 August
Autumn 17	3 November	10 November	17 November

FOCALPOINT Sponsorship & Advertising Rates*

	Member Rate	Non-Member Rate
Sponsorship	£2,000 + vat	£3,000 + vat
Inside front cover	£1,000 + vat	£1,500 + vat
Outside back cover	£1,250 + vat	£2,000 + vat
Half page	£500 + vat	£750 + vat
Banner advert	£250 + vat	£375 + vat

*Discounts available for block bookings and packages.

NEPIC DIRECTORY

NEPIC is dedicated to the promotion of North East England's chemical-processing sector and that of the companies that operate within its footprint. Now in its 11th year, the NEPIC Directory has proved a vital tool in marketing the region as a place of future process sector investment and showcasing the capabilities and passion for growth that lie within.

The cluster was extremely proud when, in 2015, this in-house produced publication was cited 'best in class' for cluster marketing and international SME development by the European Cluster Secretariat, ESCA.

We will work to build on this success and strive to take our message and that of our members far and wide to help us collectively succeed in making North East England Europe's premier location for chemical-processing sector investment.

Through NEPIC, this region boasts one of the most powerful and influential business clusters in the UK, with collaborative, inter-regional working at the heart of this success. Packed with insightful content and 400+ company profiles, this publication seeks to be an informative and practical resource guide to the extensive products and services available within our network.



Production Schedule

Sales Deadline	Wednesday 10 May 2017
Artwork Deadline	Wednesday 24 May 2017
Print Deadline	Friday 02 June 2017
Release Date	Wednesday 21 June 2017

Directory Advertising Rates

	Member Rate	Non-Member Rate
Double Page Spread	£1,000 + vat	£1,500 + vat
Full Page	£500 + vat	£750 + vat
Half Page	£250 + vat	£375 + vat
Quarter Page	£150 + vat	£225 + vat

How to Supply Your Advert

Advert sizing options

- Double Page Spread
h 263mm x 396mm
- Full Page
h 263 mm x 198mm
- Half Page
Landscape: h 131.5 mm x 198mm
Portrait: h 263mm x 99mm
- Quarter Page
Landscape: h 66mm x 198mm
Portrait: h 131.5mm x 99mm

Past advertisers include:

- BOC
- Haden Freeman
- REstore
- Navigator Terminals
- Frazer Nash
- Northumbrian Water
- ABB
- House of Type
- RTC North
- Chemistry Growth Partnership
- AVEVA Solutions
- Balfour Beatty
- Bond Dickinson
- Centre for Process Innovation
- Cogent SSC
- Durham Tees Valley Airport
- ECITB
- Falck Fire Services
- Fujifilm Diosynth Biotechnology
- Tomlinson Hall & Co.
- IChemE
- KDC
- Labtex
- Middlesbrough College
- Utilitywise
- Wilton Centre
- Lockton LLP
- Kelly Resources
- Sembcorp UK
- Slaley Hall





DIGITAL



DIGITAL MARKETING

Marketing is all about connecting with your audience in the right place, at the right time. People spend twice as much time on-line than a decade ago and by using digital marketing channels we can now meet with our customers where they are already spending time.

Digital marketing allows for lead generation through the attraction and conversion of high quality leads, along with the ability to see accurate results in real time and measure your return on investment.

- ▷ Email marketing
- ▷ Display
- ▷ E-newsletters

Targeted Email Marketing

Well crafted, targeted email marketing is so beneficial, there's almost no reason not to use the strategy. Through the creation of targeted messages to niche audiences, you can create relevant content in which the customer resonates, instilling both your message and, most importantly, your brand in a way that shows you value them.

NEPIC provide targeted email marketing for companies seeking access to North East England's chemical-processing industry and large associated supply chain. With a database of over 6,500 sector specific contacts, we provide our clients with a targeted advertising channel that will transport your message to the desks of the people you'd like to reach and engage.

Whether you are looking to develop relationships, raise brand awareness or promote a specific product, service or event, a targeted approach will make your email marketing work harder for you, allowing you to reap as much value as possible from your investment.

Our service includes database segmentation, set-up support and campaign analytics. To find out more about reaching potential customers with your marketing messages, contact a member of the team.

Targeted Email Marketing Rates

	Set-up and initial distribution	Resends*
NEPIC Members	£350 + vat	£150 + vat
Non-Members	£525 + vat	£225 + vat
1. When working with member companies, the team will ensure that all avenues available through membership are utilised to further support the campaign 2. Discounts available for block bookings and packages		
*Minor amends included		

Display Advertising

Display advertising your business on www.nepic.co.uk is easy.

Simply choose the type of advert you want, the section you want it to appear and how long you want your advert to run for.

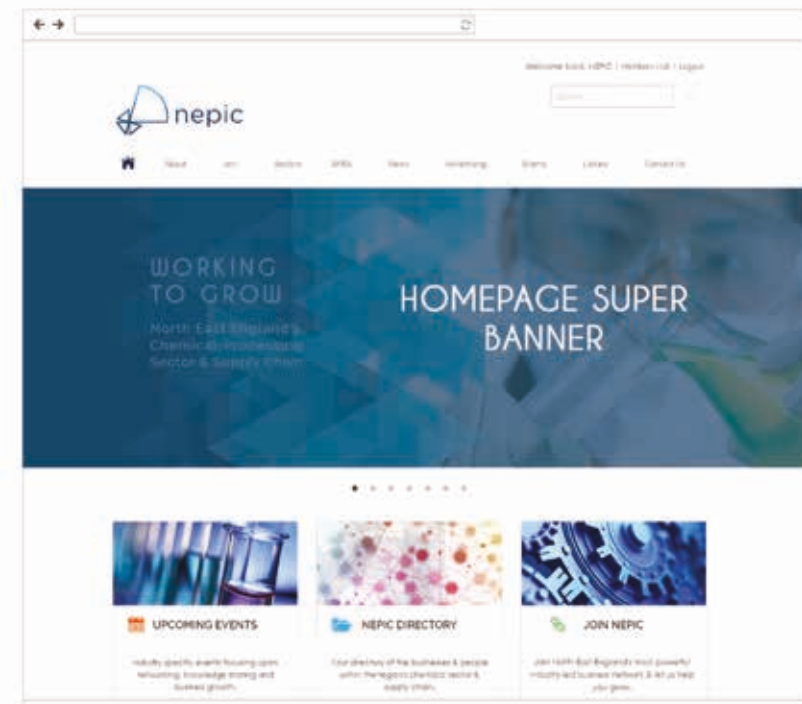
Don't forget, the team are always on hand to give helpful advice on the best way to promote your business. Need design support? We can help you there too!

Display Advertising Rates For NEPIC Members

	Dimensions (pixels)	1 wk	1 mth	3 mths	6 mths	12 mths
Homepage Super Banner	2000 x 500	£250	£500	£1,500	-	-
Page Sponsorship	545 x 60	£100	£200	£400	£600	£800
Dedicated Half page	620 x 620	-	£150	£300	£450	£700
MPU 1	310 x 310	-	£75	£150	£225	£300
MPU 2	310 x 310	-	£75	£150	£225	£300
Artwork support	We can produce your advert artwork for just £50					

*NB: All prices exclude VAT

Homepage Super Banner



Display Advertising Rates For Non-Members

	Dimensions (pixels)	1 wk	1 mth	3 mths	6 mths	12 mths
Homepage Super Banner	2000 x 500	00	00	00	-	-
Page Sponsorship	545 x 60	00	00	00	00	00
Dedicated Half page	620 x 620	-	00	00	00	00
MPU 1	310 x 310	-	00	00	00	00
MPU 2	310 x 310	-	00	00	00	00
Artwork support	We can produce your advert artwork for just £50					

Page Sponsorship & Mid-Page Unit 1&2



E-Newsletters

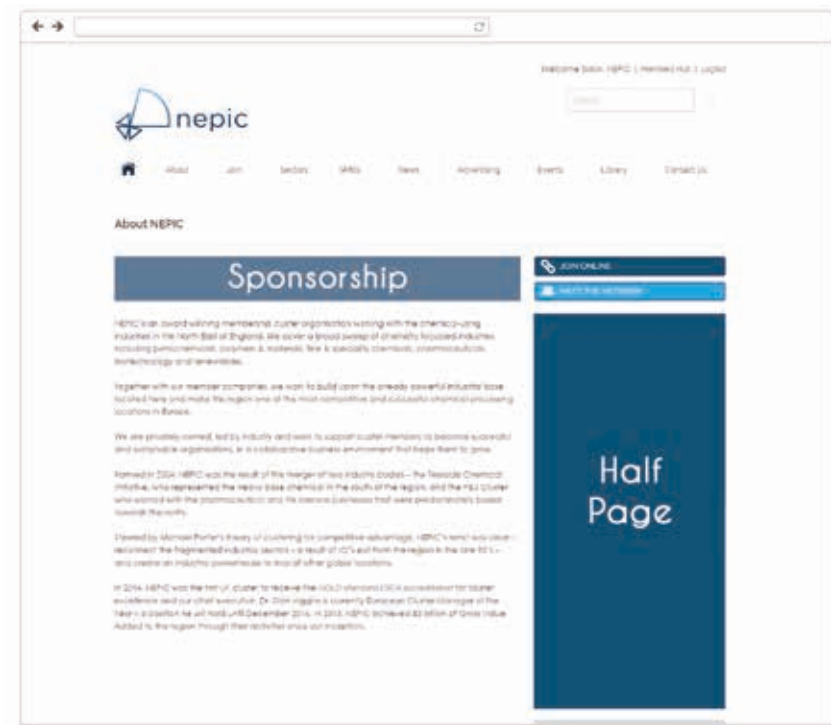
Sending targeted messages to a select group of customers can increase your bottom line while building awareness of your brand and loyalty to your business.

By joining forces with NEPIC as an industry influencer to share your marketing message, you'll benefit from:

- more precise targeting than almost any other advertising options
- reaching your target audience anytime and now anywhere
- an inexpensive way to reach your niche market
- a lead generation channel with trackable results
- getting your message past SPAM filters
- quality leads

Booking in e-newsletter adverts with NEPIC is quick and simple. Simply select the product, position and frequency that suits your campaign; supply your artwork or content and leave the rest to us. Need artwork support? We can help there too!

Page Sponsorship & Dedicated Half Page



Rates

	Sponsorship Linked Banner Advert	Advert Insert Dimensions	Sponsored Content Linked Image & 100 Words
E-Bulletin (Issued to NEPIC's full database 2nd Thursday each month)	1 issue: £200 + vat 2 issues: £300 + vat 3 issues: £400 + vat	1 issue: £100 + vat 2 issues: £150 + vat 3 issues: £200 + vat	1 issue: £150 + vat 2 issues: £200 + vat 3 issues: £250 + vat
Events Round-Up (Issued to NEPIC's full database 3rd Thursday each month)	1 issue: £200 + vat 2 issues: £300 + vat 3 issues: £400 + vat	1 issue: £100 + vat 2 issues: £150 + vat 3 issues: £200 + vat	1 issue: £150 + vat 2 issues: £200 + vat 3 issues: £250 + vat
Members Hub Bulletin (Issued to member contacts 4th Thursday each Month)	1 issue: £150 + vat 2 issues: £200 + vat 3 issues: £250 + vat	n/a	1 issue: £100 + vat 2 issues: £150 + vat 3 issues: £200 + vat



EVEN TENTS



Whether you want to meet the sector's decision makers, build your brand or promote your products and services, meaningful engagement with event participants is a key route to meeting your objectives.

As the most influential process sector and supply chain organisation in the UK, NEPIC can help.

We are the North East Chemical-processing sector's not for profit organisation, we work with and support our 350 member companies and programme participants whilst working directly with industrialists, government bodies and stakeholders to address key industry needs and challenges.

Formed in 2005, we have many years' experience of bringing together people from across the sector at exceptional events, one that your customers could be positively associating with your brand.

Each year we run a range of events across the region; ranging from breakfast meets to invitation-only roundtables, workshops, exhibitions and conferences. Each one may offer you an opportunity to meet the right people, understand their needs and communicate your messages.

WHY SPONSOR & EXHIBIT AT A NEPIC EVENT?

We know that you need to prioritise your resources. Here's why you should be involved with our events:

1 Understanding

Our expert speakers are what draw people to our events. If you want to stay ahead of the game and meet the thought leaders, NEPIC events are the place to be and be seen.

2 Visibility

Position you and your business as an authority in your industry and gain respect and credibility by standing out in the crowd and prominently displaying your products and marketing materials.

3 Aim High

The power of selling at a higher level should not be underestimated. Delegates at NEPIC events are professionals with real purchasing power and expertise.

4 Flexibility

We will work with you to develop a customised sponsorship solution that benefits you, the event and the participants. Let's get our heads together and create something great!

5 New Leads

Our targeted events are aimed at specific audiences, so you can meet the relevant people to engage with your business and future work.

6 Market Feedback

There's no better research than hearing from your customers what's concerning them; all our events offer you direct access to high calibre participants.



EVENT SPONSORSHIP ADVERTISING OPTIONS & RATES

Event Sponsorship

- a prime exhibition space at the event
- 4 delegate places
- your logo prominently displayed on all pre-event digital & print material
- on-line sponsor company overview & linked logo
- logo & stand no. featured on the rolling main event presentation
- logo feature and a full-page advert in the conference guide

Rate: Members: £1,000 + vat Non-Members: £1,500 + vat

Lanyard Sponsorship

Source & supply of branded lanyards + your logo prominently displayed on all pre-event digital & print material and on-line sponsor company overview & linked logo.

Rate: At cost

Delegate Bag Sponsorship

Source & supply of branded conference bags + your logo prominently displayed on all pre-event digital & print material and on-line sponsor company overview & linked logo.

Rate: At cost

Inserts & Gifts

Promote your organisation and share something with our delegates by including an insert in the event delegate bags or on the tables - a great way to showcase materials and share information. Simply book and send us your promotional material.

Rate: Members: £200 + vat Non-Members: £300 + vat

Brochure Sponsorship

Sponsor our event guide and see your logo predominately displayed on the programme cover and all pre and post event marketing materials + a full-page advert in a location of your choosing.

Rate: Members: £500 + vat Non-Members: £750 + vat

Venue Host

We are always looking for companies interested in becoming one of our host-sponsors. There isn't a charge - all we ask is that your premises are easily accessible and that you have the facilities to host and supply light refreshments for guests.

Rate: At cost

Tee Sponsorship

NEPIC is now offering the opportunity to sponsor a Tee box on any hole of Slaley's two courses - providing a fantastic way to showcase your business. Not only do you get a well-presented sponsors board on the tee of your choice (subject to availability), but you also get your business logo and link through to your website on our event page and logo displayed on promotional material.

Contact Ebba McGuigan to find out more.

Drinks Reception Sponsor

Contact Ebba McGuigan to find out more.

Award Sponsorship

Contact Ebba McGuigan to find out more.

OUR 2017 EVENTS PROGRAMME

NEPIC's 2017 events programme is all about maximising the power of the collective - working together to forge a vibrant and sustainable chemical-processing sector in North East England.

Providing practical advice and assistance, participants at NEPIC events and meetings will be able to take away ideas, information and inspiration to help them and their organisation exploit all that the sector has to offer.

Meet the Members Conference & Expo

 Wednesday 21 June 2017

 The Grand Marquee, Wynyard Hall


 As NEPIC's largest conference of the year, Meet the Members draws in 500+ delegates and 100 exhibitors for a day filled with networking and growth support. The conference itself focuses on potential business opportunities arising from sector investment projects and individual business growth mentoring.



Cluster Connect

 First Thursday of each month

 Various

 An informal meet and greet hosted by members, these sessions offer a great opportunity for companies to showcase on-site facilities, whilst raising awareness of their brand and capabilities.



Pharma Connect

 March, June & October

 Various


 An informal meet and greet specifically for our pharmaceutical community, these sessions offer a great opportunity for companies to showcase on-site facilities, whilst raising awareness of their brand and capabilities and gaining key industry insights.



Annual NEPIC Corporate Golf Tournament

 Thursday 07 September 2017

 Slaley Hall Hotel, Northumberland

 As one of the biggest corporate golf tournaments in the UK, this event offers the perfect opportunity to mix business with pleasure in the stunning setting of Northumberland's Slaley Hall. We certainly know industry and networking and after ten years, come rain or shine, we absolutely know how to throw a fantastic golf tournament too.





Employers' Conference

 September 2017

 TBC


-  The NEPIC Employers' Conference will bring together key industrialists from across the sector to distil the many changes and challenges facing employers, providing invaluable insight into apprenticeships and the levy; the implications and action for employers following article 50; talent attraction and labour workforce retention and employee diversity and communications.



Manufacturing Excellence Conference & Expo

 Tuesday 21 November 2017

 Hardwick Hall

-  NEPIC has joined forces with the Institute for Automotive and Manufacturing Advanced Practice to deliver the 2017 Manufacturing Excellence Conference & Expo. This event will bring together major manufacturers and support organisations from across the sector for a day focussed on best practice sharing covering productivity, maintenance and benchmarking.



Parliamentary Roundtable

 Wednesday 06 December 2017

 Westminster, London

-  During this NEPIC hosted roundtable and dinner in Westminster, the region's industrial leaders are joined by Lords, Ministers and Members of Parliament to bring to the fore the key opportunities and challenges facing the sector and offer insight into potential support and solutions.



SPONSORING EVENTS

As an exhibitor or sponsor, you'll be able to meet with industry professionals and sector experts and demonstrate how your capabilities can benefit their business, whilst raising the awareness of your brand and offering.



Develop and enhance your credibility to a highly-targeted market, whilst gaining media exposure and lead generation, through NEPIC's event sponsorship and advertising packages.

Stand out in the crowd by being a sponsor and highlight you and your business to a captive audience.

We are once again offering you the chance to raise your profile to industry contacts and potential customers through sponsorship and advertising at Meet the Members, NEPIC Golf Tournament, Employers' Conference & Manufacturers' Event.

Opportunities include event sponsorship, lanyards sponsorship, delegate bag sponsorship, delegate bag inserts and conference brochure advertising. Our rates are highly competitive and start from as little as £50.



Sponsorship & Advertising Rates

	Member Rate	Non-Member Rate
Sponsorship - Includes:	£1,000 + vat	£1,500 + vat
Full Page	£200 + vat	£300 + vat
Half Page - Landscape	£100 + vat	£150 + vat
Half Page - Portrait	£100 + vat	£150 + vat
Quarter Page - Portrait	£50 + vat	£75 + vat
Quarter Page - Landscape	£50 + vat	£75 + vat

Specifications

We can accept files of up to 30 Megabytes and the following specifications should be applied.



Images	Logos	Fonts	Advert files
CMYK JPEG files at 300dpi	Logos should be supplied as CMYK JPEG, EPS or TIFF files at a resolution of 300dpi	We hold a comprehensive font library. If any specialist fonts need to be used within your editorial content, please contact us on the details below to discuss this.	Complete adverts should be supplied as high resolution PDF files. Please ensure all fonts are embedded.

WHAT OUR CLIENTS SAY.....

We strive for excellence.
Meanwhile, our members
are continually helping us
to hone what we offer them.

“

The Meet the Members Conference was our debut event with NEPIC. We were able to make new contacts, which have since turned into customers, and helped establish our brand within the NEPIC community.

Rain for Rent

“

Thank you for organising an excellent golf day at Sleaford Hall - days like that don't just happen. A fantastic effort that is genuinely appreciated what a cracking day.

Cordell Group

“

Meet the Members was one of the best, and most professional events we have ever attended. An excellent balance of keynote speakers, quality exhibitors, delegates and the 1-to-1 mentoring sessions provided superb networking in an informal atmosphere. Superb! We will certainly be supporting NEPIC and the 'Meet the Members Conference & Exhibition' for many years to come.

Nortech Group

“

Many thanks for putting on a fantastic day..... the Emerson team and our customers had a fantastic time. It was without doubt not only the best organised event I have ever attended, it was also thoroughly entertaining with all the little side competitions with great prizes too. The NEPIC organisers did a great job, well done. Cannot wait for next year!

Emerson Process Management

“

"The NEPIC Meet the Members was the best exhibition and networking event I've ever attended. The variety on the day with 100 exhibitors on show, along with what seemed like about 1,000 delegates, keynote speakers, as well as 1-2-1 mentoring sessions - which allowed a few minutes to pick the brains of senior figures in the region's major companies - made it a busy but very worthwhile day."

CY Partners Recruitment

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”

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EVENT EXPOSURE

Market your event through NEPIC & gain maximum event exposure.

Through EVENT EXPOSURE we will take your event marketing message to the right business people and gain you maximum coverage and results.



From small workshops to large conferences, we have the know-how, established network and platforms to complement your event communications mix - along with an array of products and packages to suit all budgets, timeframes and needs.

We have for the past decade been a recognised body for North East England's Chemical-processing sector and associated businesses, and have built up a strong reputation with an established brand - whilst developing an extensive network of key business people and decision makers.

And through EVENT EXPOSURE we offer this to you.

The benefits of EVENT EXPOSURE

- Recognised industry body with established reputation & brand
- Extensive network of key industry business people & decision makers
- Access to NEPIC's in-house technical & marketing know-how
- Targeted sector marketing via multiple digital platforms
- Established venue partners

Venue partnerships

If you are still in the planning phase and yet to decide upon a venue, perhaps we can help here too. Through our network, we have developed partnerships with The Wilton Centre, RTC North, or, member company, Hospitality Guaranteed, who can assist with all your event accommodation.

Find out more about our EVENT EXPOSURE bundles and rates overleaf.

BUNDLES & RATES



Dip your toes with MINI MARKETING

- 1 x targeted e-mail campaign
- 1 x event listing at www.nepic.co.uk/events
- 1 x listing through NEPIC member LinkedIn Group
- 1 x tweet per week for a maximum of four weeks or 4 in total
- Listing within the FocalPoint event diary*
- 1 x linked listing within NEPIC e-event bulletin

BUNDLE PRICE £650 + vat (members) / £925 +vat (non-members)

BUNDLE PRICE excl FOCALPOINT*

£600 + vat (members) / £900 + vat (non-members)

Make a splash with MIDI MARKETING

- 2 x targeted e-mail campaigns
- 1 x event listing at www.nepic.co.uk/events
- 2 x listings through NEPIC member LinkedIn Group
- 2 x tweets per week for a maximum of four weeks or 8 in total
- Listing within the FocalPoint event diary*
- 1 x banner advert within FocalPoint*
- Linked listing within NEPIC e-news bulletin's event section
- 1 x linked content with NEPIC e-news bulletin
- 1 x linked listing within NEPIC e-event bulletin

BUNDLE PRICE £1,250 + vat (members) / £1,875 + vat (non-members)

BUNDLE PRICE excl FOCALPOINT*

£950 + vat (members) / £1,425 + vat (non-members)

Dive in with MAXI MARKETING

- 3 x targeted e-mail campaigns
- 1 x event listing at www.nepic.co.uk/events
- 1 x featured event listing at www.nepic.co.uk/events
- 1 x linked digital advert at www.nepic.co.uk
- 2 x listings through NEPIC member LinkedIn Group
- 3 x tweets per week for a maximum of four weeks or 12 in total
- Listing within the FocalPoint event diary*
- Half page advert within FocalPoint*
- Linked listing within NEPIC e-news bulletin's event section
- 1 x linked content with NEPIC e-news bulletin
- 1 x linked listing within NEPIC e-event bulletin

BUNDLE PRICE £1,950 + vat (members) / £2,925 + vat (non-members)

BUNDLE PRICE excl FOCALPOINT*

£1,500 + vat (members) / £2,250 + vat (non-members)

Take your fancy with PICK & MIX

- Initial targeted e-mail campaign
- Targeted e-mail campaigns
- Event listing at www.nepic.co.uk/events
- Featured event listing at www.nepic.co.uk/events
- Various advertising options within FocalPoint*
- Linked digital advert at www.nepic.co.uk (400px x 400px)
- Linked listing within NEPIC e-news bulletin's event section
- Linked content with NEPIC e-news bulletin
- Linked listing within NEPIC e-event bulletin
- Listing within the FocalPoint event diary*
- Social media promotion via NEPIC LinkedIn & Twitter networks

PACKAGE PRICING To develop a bespoke package that suits your needs and timeframe, please contact a member of the team.

*Subject to event date vs FocalPoint production schedule. See page 5

Any enquiries regarding this material should be sent to:

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+44 (0)1642 442 569

This document is also available on our website
at www.nepic.co.uk

Published May 2017 by the North East of England
Process Industry Cluster

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