

Operational Performance continued

Portland Lighting



Revenue

£3.3m
-4%

(2017: £3.4m -2%)



“Product development is also crucial in maintaining competitive advantage.”

Portland is renowned within the Group for its unique route to market and its stellar return on sales. Revenue declined again this year, and whilst return on sales percentage is still the highest in the Group, profits have dipped slightly.



The focus remains on external sign lighting for the retail sector and brewery trade, as well as for advertising billboard companies. Projects this year included a retail site called Box Park Wembley, high street stores for Costa, Greggs and Gap, and brewery projects with Punch Taverns.

Next day delivery and customer service remain paramount at Portland.

Product development is also crucial in maintaining competitive advantage. 2018 witnessed the launch of Ecolux mini. Mini continues on the success of the existing Ecolux product range, having a slim line new design and

improved performance, as well as being easier and quicker for contractors to install.

Gaining traction on international sales has again been challenging, but with some success: export sales are up 27% and now represent 5% of revenue. Focus continues on this part of the business.

Portland will target growth in 2018/19 to arrest the recent decline. Delivering increased market share domestically and using Group resources to develop overseas opportunities are primary objectives to achieve growth in the coming year.

Pictured: Miller and Carter, Solihull