

# QUEEN'S AWARD FOR EXPORT Achievement Recognised

Friday 16th September saw Brush Electrical Machines receiving the Queen's Award for Export achievement, awarded in recognition of our outstanding success in the export market during the period 1st July 1984 to 30th June 1987.

Within this time the value of direct exports more than doubled and a wide spectrum of company products were exported to over 60 countries such as India, Pakistan, China, Japan, Canada and New Zealand.

The Award is granted by Her Majesty The Queen on the advice of an Advisory Committee composed of representatives from industry, commerce, the Trade Unions and Government Departments. Standards are always very high with only a few applicants receiving an award. The winners are announced every year on the 21st April - the Queen's birthday. As well as recognition of export achievement the award entitles Brush Electrical Machines to display the Queen's Award logo, on letter heads, ties and the Queen's Award Flag, for a period of five years.

The award ceremony took place in 25 shop and the award was presented by Col. Sir Andrew Martin, the Queen's representative in the county. He was performing his last presentation of a Queen's Award as he is retiring in April, from the post of Lord Lieutenant of Leicestershire after 23 years service. In his presentation speech Sir Andrew outlined Brush Electrical Machine's long history and success in foreign markets.

He praised the hard work that everyone, at all levels of the company, had put into obtaining and maintaining B.E.M.'s market position and subsequent success.

In his acceptance speech Mr. Petrie emphasised that the award was due to the hard work of the B.E.M. employees, often in the face of difficult situations such as those found in the Middle East. We are, he said, now selling to more countries worldwide, in the face of stiffer competition than ever before.

Sir Peter Baxendell, Chairman of the Hawker Siddeley Group, thanked the Lord Lieutenant for presenting the award - he continued by praising B.E.M.'s acumen in maintaining their current market standing and identifying and exploiting new markets. He added that the Group were very proud of the achievement of Brush Electrical Machines in their export performance.



Mr. Bill Petrie pictured with Sir Peter Baxendell, Col. Sir Andrew Martin and Mr. Bob Hampson



Queen's Award