



Murphy & Son A thirst for knowledge

Sector: Provider of brewing supplies and technical expertise
Location: Nottingham City

Support Accessed

Digital Upscaler • Innovate UK • Peer Networks • Referrals • Workshops

About the Business

Murphy & Son is a supplier of brewing supplies and technology to the brewery and broader beverages industry. The business was established in 1887 and has long been recognised as an authoritative one-stop-shop for brewers across the UK and worldwide.

It has a firm commitment to technology, and has developed a range of processing aids to improve efficiencies in the brewing process, such as clarification aids, shelf-life extenders, enzymes and foam control.

Challenges

As a leading supplier in its industry, it is important that the business is able to fully showcase its cutting-edge technology. A key vehicle for this is its content-rich website which includes a plethora of technical articles describing the science behind the applications of its product ranges, as well as datasheets, and guidance on different elements of the brewing process.

The creation of compelling content is but one area where the business seeks to continually evolve. Maintaining its competitive edge means also investing in knowledge in other areas, including business processes, sales, HR and post-Brexit trade.

The Solution and Impact

Over a number of years, the business has fully capitalised on the wide range of support available from D2N2 Growth Hub.

Digital Upscaler Business Advisers have helped the business to develop an action plan and a long-term approach to growth. Growth Hub Business Advisers have referred the business on to expert help in a number of areas, including the Business and IP Centre Nottinghamshire for support in guarding its intellectual property, as well as in HR, international trade, and energy efficiency.

An RTO (research and technology organisation) grant from Innovate UK has funded a feasibility study for a new innovation, and coaching/mentoring support around a strategy for growth and new markets.

Managing Director Charles Nicholds has participated in D2N2's High Growth and High Growth Sales peer networks, which have provided the opportunity to air the business's challenges amongst a supportive peer network, and benefit from the fresh perspective other senior business people brings.

Taking advantage of The Growth Hub's workshops and webinars in Customs Declarations and Correct Export Documentation has enabled it to stay up to date on changing requirements. Digital workshops such as Diving Deeper into WordPress and Getting Started with Microsoft 365 too have helped the Marketing team improve both efficiencies and impact when it comes to engaging with new and existing audiences.

www.murphyandson.co.uk

“Whatever our challenge – whether that be export, HR, marketing or improving our business systems – we know there’s a wealth of tailored support available to us from D2N2 Growth Hub to point us in the right direction and equip us with the skills needed to fulfil our growth ambitions.”

Charles Nicholds,
Managing Director, Murphy & Son

“Murphy & Son have tapped into more hours of Growth Hub workshops and Adviser support than any other business across the D2N2 region – in total, a staggering 170 hours!”

Paul Edwards,
Innovation & Growth Specialist,
East Midlands Chamber