

Bristol baby rocker start-up launches global takeover

The global baby product sector is booming, creating international opportunities for UK companies to capitalise on. According to recent research the global market for baby products is expected to reach \$16.78 billion by 2025* and consumers across the world are increasingly turning to new innovative UK baby brands that they can trust.

One UK baby product business, N2M Ltd, only launched its game-changing baby rocker, Rokit, two years ago and is already finding success in over 40 countries worldwide.

The Bristol-based business recently secured an export deal with a new distributor in the United States which will see 4,000 Rokit sold via various retailers including Buy Buy Baby. The business has also found recent success in Germany, landing a new distribution deal which will see Rokit sold in BabyWalz, BabyMarkt and Jako-o stores across the country. Combined sales projections for these export wins over the next five years is expected to exceed seven figures.

Secretary of State for International Trade Liz Truss MP said:

This is a British business that is setting the pace for other UK companies to follow, by expanding its export markets and showing that it will be ready to trade after Brexit.

It is because of the creativity and innovative instincts of these British entrepreneurs that babies across the globe are sleeping peacefully and is proof that UK businesses have so much to offer the world.

The company was founded by three dads in 2016 when acoustics and vibration engineer, Nick Webb invented a baby rocker which attaches to pushchairs after his three-month old daughter was struggling to fall asleep in her pram. Nick showed his invention to brother-in-law Matt Dyson and friend Matt Sparrow, and over the next year they turned the prototype into a commercial product, and the Rokit was born.

The trio launched Rokit at Kind + Jugend 2017 in Cologne, Germany – a trade show showcasing the best new products and innovations for babies and toddlers, with the Department for International Trade (DIT) supporting the company with Tradeshow Access Programme (TAP) funding and market research ahead of the event. As a result, Rokit is now sold in John Lewis, Argos, Mothercare and JoJo Maman online in the UK, and the company received large orders from Australia, New Zealand, Canada, Taiwan and Israel, jump-starting

its export journey.

Matt Dyson, Director at N2M Ltd said:

There was nothing quite like Rockit on the market and we wanted to capitalise on this by being first to market in numerous territories as quickly as possible.

Now exports have really taken off and our turnover in the first five months of this year is almost what we achieved in the previous twelve months.

We have received lots of support from DIT during our export journey, and our International Trade Advisors have really been instrumental in our global success.

Now, not only does the company supply Rockits to more than 100 independent nursery retailers and larger chain stores throughout the UK, but 40,000 of its baby rockers have been shipped worldwide and are being used by parents and carers in over 40 countries including Hong Kong, South Africa and the United Arab Emirates. On Thursday (19 September), Rockit was back at the Kind + Jugend Nursery Fair in Cologne, launching a much-anticipated new product, Zed. The Spaceman shaped design is placed on a cot or bed mattress and produces relaxing vibrations to help babies and toddlers drift off to sleep.

Last year the company's annual turnover was £290,000 with exporting accounting for 57% of this. Turnover is expected to increase by at least 100% by the end of the year due to the business's rapidly growing exports, with the company looking to hire new staff members at its Bristol HQ.

In recognition of its export achievements, N2M was selected to be an Export Champion by DIT in March, joining the nationwide Export Champion Community of companies acting as ambassadors for overseas trade, offering practical advice and tips to other businesses. Since becoming an Export Champion, N2M has been involved in a variety of trade profiling activities, including speaking at an Ecommerce event and participating in business roundtable discussions.