

# Success Story

# SparkFund



[www.wj-group.co.uk/fire-treatments](http://www.wj-group.co.uk/fire-treatments)

## Project overview:



**Introduction to the business involved.** Established in 2018, WJ Fire Retardant Ltd (WJFR) is one of the UK's leading providers of timber treatment solutions.

With a growing number of projects requiring fire retardant timber, it's vital that timber merchants, builders, developers and contractors can prove the timber they're using has been adequately treated to the exact specifications required for their project. In response, WJFR identified a highly effective treatment, made up of 100% natural ingredients to make timber and plywood fire resistant. WJFR signed an exclusivity agreement with the supplier of the chemical for use on timber in the UK and overseas.

**Why did they engage with SparkFund?** To fast track the setup of the timber treatment facility needing highly automated processes and the latest technology to deliver absolute precision.

**Which grant and why?** This project was a large-scale R&D innovation where, scale up and set up of the new chemical treatment process was required. The project was a new to business, a new to market product and process innovation. SparkFund's R&D grant was identified as the most appropriate way forward.

## The challenge:



### What were the challenges?

Due to the controlled environment needed to precisely apply the exact quantity of treatment dependent on the timber species, one of the biggest challenges was to scope and prepare the technology and equipment specification required in the treatment process.

## The solution:



### Steps taken with SparkFund Innovation Manager.

- Developing a successful grant application for the SparkFund Awards Approval Panel.
- Preparing equipment specifications.
- Procurement of the the required external expertise/supplier selection in a timely, professional way ensuring best value.

## The results:



### Impact on the business/environment?

SparkFund's support has proven to be a vital step in helping the WFJR's product and process innovation come to life.

The eco-friendly element of their new to market product has provided the firm with a stand out USP and elevated the firm's market position. WJ Fire Retardant Ltd are on track to generate an additional revenue of £750K to the business from Fire Retardant sales during 2021.