



PHILLIP ADAMSON

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RAPID TRANSFORMATION

In 2003 Phill Adamson capitalised on 9 years of experience in some of the UK's most established rapid prototyping companies and, together with Peter Humphrey, co-founded a new prototyping business.

With an unwavering passion for developing new business, a firm belief that innovation and adding value are keystones to success, some savvy navigation through turbulent economic environments, and a little bit of true Northern grit, Phill has grown Paragon Rapid Technologies into a market leader for rapid prototyping.

"The world is changing fast," says Phill, alluding to the '4th industrial revolution' already driving fundamental changes in production methods and business models, and the imminent changes the UK will experience in the coming months.

"In 15 years we have established excellent relationships with some big names such as Jaguar Land Rover, JCB and Unilever. Over the last 18 months we've invested £3 million in technology to ensure that we stay at the cutting edge of our industry. That's not enough. We have big aspirations. In the next five years we want to achieve again what we have achieved in the last 15. That means some big changes across the business."

Key to Paragon's success thus far has been Phill's ability to nurture talent and ambition within his workforce. The commercial team responsible for driving a £6 million turnover in 2018 includes four employees who started life at Paragon with more hands-on roles. As much as it pains him, Phill recognises that if he is to bring his vision to reality, strategic hires bring a necessary injection of experience and expertise. The last few months have seen significant changes in the management tier.

Phill's vision is to develop Paragon Rapid Technologies into a group structure with three specialist business units - a process already in train with an aim for completion by the summer. He sees his plan to double current turnover resulting from equal contributions.

Globally, the additive manufacturing market value is expected to exceed \$10bn by 2021. Innovation in the sector is rapid and competition is heating up, not just from

other additive manufacturing companies, but from end-user adoption of technologies. The need to stay ahead of the curve has resulted in the formation of Paragon Additive Manufacturing and a currently exclusive partnership with Silicon Valley-based 3D printing innovators, Carbon Inc.; as well as the purchase of three industrial 3D printers specifically designed to deliver larger-scale products requiring minute detailing in an ever-increasing array of materials.

Despite the threat to more traditional prototyping and low volume manufacturing processes, such as injection moulding and vacuum casting, posed by advances in additive manufacturing, Phill believes that materials innovations and technology advances will continue to drive market growth.

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"These technologies are perfect for low volume manufacturing. There's a plethora of opportunities in the transport sector as the need to cut carbon emissions drives new design and production. We can be on hand with solutions to specific problems in that process."

Inevitably, in an industry where rapidity is key, there's a need to support both production and prototyping with engineering capability. Phill forecasts significant growth in this area and has recently invested in a new, dedicated engineering facility housing some impressive, state-of-the-art CNC technology.

Phill is a proud Northerner and a modest manager, and keen to attribute his own success to his employees and environment.

"Here in the North East we're lucky. As part of the Northern Powerhouse, we're self-sufficient - and as Brexit-proof as anywhere. With the exceptional talent we have available, and the high levels of manufacturing expertise, we're part of a low-cost base from which to build business in UK and internationally."