



# A bright Bee Health

**With a team of more than 200, and turnover in excess of £25m, there is a real buzz at Bee Health as it makes plans for further expansion.**

**T**o say Bee Health is on an upward curve would be something of an understatement. The company, which prides itself on being a British manufacturer for the last two decades, has seen turnover grow to in excess of £25m, a massive jump from the £8m just four years ago.

Staff now numbers more than 200, up from 70 four years ago, there's been huge investment in machinery, and the growth shows no sign of slowing. In short, it's a pretty positive place to be.

The company, which boasts BRC Grade A certification, now produces more than 70 million capsules and tablets a week at its state of the art,

60,000 sq ft facility in Bridlington, Yorkshire, for customers in over 40 countries.

"The last 12 months have been superb for us here at Bee Health, and we are not seeing any signs of slowing down," commented Lewis Ryan, Commercial and Marketing Manager at Bee Health. "We have seen similar growth for the last four years, and there is no reason to believe it will not carry on moving forward."

But why does Lewis think the company is doing so well?

"No one does as much as we do under one roof, and is able to offer so many different services," he commented, adding that the business is also Halal, Kosher and Soil

Association organic certified.

## Growth forecast

Bee Health has been enjoying huge growth in recent years, and Lewis puts this down to a number of factors.

"There are a lot of new brands coming into the industry and they are looking for flexibility, which is why they are coming to us; we have helped so many brands get to market with some really fantastic products over the last 12 months," he said. "And we have seen massive growth from young online retailers, using sites like Amazon and Ebay. Amazon retailers now equate to around 15 per cent of our turnover, compared to just three

per cent last year!”

One of the other reasons Bee Health has attracted so much new business is thanks to its quick turnaround times.

“Brands today require a different kind of service and so we have had to change the way we work,” Lewis commented. “Three years ago, our lead times were around eight weeks, and that worked for the businesses we were supplying then, but the last couple of years, we are now working to closer to four weeks as a lead time, although popular products we can often turn around within a week.”

In addition, as a business, Bee Health can react very quickly to market trends, which is vital in such a fast moving sector.

As the company has grown, the portfolio of products has evolved, but what trends is Bee Health seeing?

“We’re always seeing customers looking for the ‘next best thing’ as the market is very saturated with brands now, so people are trying to define their products from the norm. We’re seeing a lot of customers try and make their products good value, so rather than the old method of selling 60 capsule for £5, brands are now trying to make the customer feel like they’re getting value by supplying in bigger fill sizes, for example, 360 capsule for £20 and, therefore, making a bigger sale amount,” he explained.

## Investing in the industry

To be able to keep up with the rising demand, Bee Health has ploughed much resource back into the business, with significant investment being made in modern machinery.

“The investment in machinery over the last three years has been the winner for us; we now have capacity to produce eight million two piece capsule per day, three million softgels per day and nearly 15 million hard tablets per day due to this new modern equipment. With a dispatch of over 60 pallets per day, we’re keeping the warehouse busy too,” Lewis explained.

One of the key areas that really helped with the growth was the investment in the softgel facility, which Lewis pointed out makes it only one of two in the UK to be able to offer such a service.



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## Company spotlight

He commented: “The big investment was in the softgel production plant two years ago, and since then we have had a total spend of over £1m on equipment in the last year, not to mention thousands spent on extensive building work to make the factory flow better.”

But it doesn't end there.

“This year will see us implement a barcoded product management system, which will allow us to monitor the whole production process of any one product from any computer, ruling out any paper made mistakes. This allows us to have much better in-house control over our ingredients, which is vital to retain our BRC Grade A certification,” Lewis commented.

Away from the actual physical factory, Bee Health also invests in its customers, with Lewis pointing out they don't simply just manufacture for people.

“We have a lot of customers who have an idea for a product, but need help in creating the product and the brand, and we can take them through the full process of what's required, from the formulation right through to labelling,” Lewis added.

### An expanding future

Looking ahead, Lewis is confident the growth will continue and adds that if the demand continues as it is, they will likely need to expand into a new HQ within three to five years.

He continued: “The plan over the

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next 12 months is very similar to the last; the equipment is now in and there is still around 30 per cent free capacity to fill so lead times are shorter than ever and we're the most flexible we have ever been.”

Lewis also sees product trends changing, pinpointing wellness and beauty as key areas to be aware of for the future.

“I think a lot of the fad diet products have had their day; people are becoming a lot better educated on supplements nowadays, and a lot of our customers just want a good quality staple range of supplements, without all the hyped up marketed ingredients,” he reported.

Find out more at [www.beehealth.com](http://www.beehealth.com)

