



steelite
INTERNATIONAL

CASE STUDY



Established in 1983, Steelite International is a manufacturer of chinaware products for the international hospitality industry. The company is headquartered and manufactures in Stoke-on-Trent, where over 700 people are employed.

Steelite International exports to over 130 countries, to clients ranging from commercial catering, hotels to cruise liners. The company has gone from strength to strength and in 2012 broke its turnover record with a 9.4% increase to £66.3 million and profits of £7.9 million.

"The Made in England message continues to be a strong part of the company ethos and demand for quality UK manufactured tableware is becoming increasingly desirable. The outstanding skills base of the workforce in Stoke-on-Trent and Staffordshire ensures that we can keep moving ahead in investing in and developing high quality and innovative tableware."

Kevin Oakes, Chief Executive