

Case Study

American Safety Razor Company (Personna International UK Ltd.)

American Safety Razor Company (ASR) has been in business for more than 125 years. The company is one of the world's leading manufacturers and suppliers of wet shaving safety razor systems together with industrial and commercial blades. ASR has manufacturing, sales and distribution centre locations around the world. In order to further improve its manufacturing effectiveness and to take advantage of the growing European market, the company decided in late 2006 to locate a significant manufacturing presence in Central Europe.



Alpha supported the company's investment in a number of ways. In particular, Alpha assisted with

- Preparing a report on availability of labour, HR issues and distribution effectiveness for the Czech Republic and Poland
- Working with local real estate agents to identify the most suitable location and specific site for a new manufacturing facility
- Setting up a local Czech company, 100% owned by the UK company, Personna Ltd. and providing a registered office address and space in Prague. A key member of Alpha's staff also acted as the first ASR Jednatel (responsible executive)
- Advising on the availability of grants to support the investment. Applying for a grant under the 'Support for Manufacturing' programme managed by CzechInvest, managing the application process and negotiating with the Ministries of Industry and Labour to ensure that the grant award was maximised



In late 2007, ASR commenced commissioning of its new factory in Krupka, North Bohemia and has recruited some of its top team and initial workers. These have been trained in the UK and at a separate Training Centre in the Czech Republic.

ASR has been awarded the maximum grant possible under the 'Manufacturing Support' scheme. The considerable sum involved will be paid in instalments to the Czech subsidiary during the build up of production in 2008 to 2010. It will be paid partially in advance of expenditure and should provide valuable local working capital. This award continues Alpha's 100% success rate in obtaining maximum grant awards for its Clients.