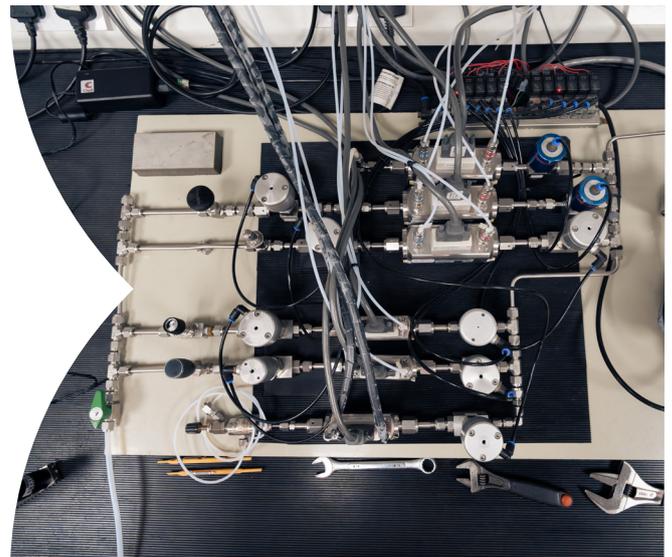


Investing in Excellence in Manufacturing

Investing in innovative world leading technology that works with a range of innovative sectors, including Formula One, aerospace, pharmaceutical and energy generation



Chell Instruments demonstrates a high standard of manufacturing excellence through its focus on precision, specialised expertise, and an ongoing commitment to quality. Established in the 1970s in North Walsham, the company has evolved from reselling imported equipment to manufacturing approximately 90% of its products internally. Chell specialises in gas flow, pressure, and vacuum measurement and control instrumentation, serving industries where accuracy and reliability are essential requirements. Their miniature pressure acquisition systems are utilised by Formula One teams to optimise aerodynamics, and their instruments are integral to aerospace companies developing jet engines. In addition, pharmaceutical manufacturers, energy generation facilities, and domestic gas meter calibration operations benefit from Chell's technical know-how and industry experience.

Chell distinguishes itself as a centre of manufacturing excellence through a high degree of specialisation rarely matched globally, and even less so within the UK. The company operates from purpose-built facilities on North Walsham's industrial estate, employing approximately 35 highly skilled professionals - many with longstanding tenure. Staff turnover remains notably low, reflecting both the engaging nature of the work and the company's commitment to its workforce. Chell's extensive technical expertise has been cultivated over many years of dedicated work in specialised areas that are often not widely known to the broader public.

Chell exemplifies excellence through both the quality of their products and their dedication to sustainable business practices. They focus on using local suppliers, understanding that having responsive, flexible partnerships

nearby is crucial for the prototype work and small-scale special projects that define much of what they do. The company also invests in apprenticeships and work placements, identifying promising young talent early and developing their skills to ensure continuity as experienced staff retire. Since joining the SDI Group PLC in 2019, Chell has benefited from increased investment and support, fuelling strong projected growth over the next five years. Many visitors are amazed to discover such exceptional manufacturing taking place in North Walsham; most do not expect to find such world-class production facilities on their doorstep. Chell demonstrates that outstanding manufacturing is indeed thriving in North Norfolk, providing expert precision and quietly serving industries around the world.

**“What we do here is so niche.
Not many people around the world
can do it, let alone within the UK.
People will come to us because
we're so good at what we do.”**

**Jamie Shanahan,
Chell Instruments**

