

Bristol company wins big at Lloyds Bank British Business Excellence Awards 2023

Bristol-based baby device firm Rokit Rocker was awarded the Department for Business & Trade Exporter of the Year Award at the Lloyds Bank British Business Excellence Awards 2023.

The company which creates sleep aids for infants was praised by Chancellor Jeremy Hunt at the awards, which took place on Tuesday evening (November 14) at the Grosvenor Hotel in London. The annual awards take place to shine a light on those businesses and entrepreneurs who make an 'outstanding' contribution to British business.

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Rokit Rocker took home the Department for Business & Trade Exporter of the Year Award, which celebrates organisations who have shown incredible levels of sustainable growth through exporting products.

The company was founded by three dads in 2016 when acoustics and vibration engineer, Nick Webb invented a baby rocker which attaches to pushchairs after his three-month old daughter was struggling to fall asleep in her pram. Mr Webb showed his invention to brother-in-law Matt Dyson and friend Matt Sparrow, and over the next year they turned the prototype into a commercial product.

The trio launched Rokit at trade show Kind + Jugend 2017 in Cologne, Germany. Rokit is now sold in John Lewis, Argos, Mothercare and JoJo Maman online in the UK, and the company received large orders from Australia, New Zealand, Canada, Taiwan and Israel, jump-starting its export journey.

Sarah Austin, director of British Business Excellence Awards 2023 said: "If anyone has a little baby around the house, then these products have probably been recommended to you! The Rokit Rocker team have clearly and emphatically demonstrated sustainable export growth and a clear increase in revenues from overseas operations, making them worthy winners of the Department for Business & Trade Exporter of the Year Award."