

Excellent start to the year for Portmeirion as sales rise above pre-pandemic levels

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Pottery giant [Portmeirion](#) has enjoyed an “excellent” performance in the first half of the year – with sales rising above pre-pandemic levels.

For the six months to June 30, the Stoke-based company recorded group revenue of £43.1 million, which is up 35 per cent on 2020 and 24 per cent on 2019.

While pre-tax profit stood at £1.5 million for the period – this compares to a £2.7 million loss in 2020.

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Portmeirion chief executive Mike Raybould said the company's performance has been driven by the success of its “online transformation strategy” and strong recovery in demand across its key markets.

Mr Raybould said: “We have seen strong trading in the first half of the financial year, including a significant benefit from the focus on our online transformation strategy.

“Since the period end trading has continued that trend into

the first two months of the second half of the financial year. Looking forward we continue to have a strong order book across our key markets. While we are cognisant of the ongoing, widely reported disruption and volatility in global supply chains we are confident the accelerated strategic investments we are making across our business will enable a strong path of growth in the next few years.

“Our products are much loved by our customers around the world and this is borne out by the speed of recovery in demand we are seeing across our key markets. Our brands are well known for their high-quality design and manufacture and, in addition, we now have a huge opportunity to deepen the direct relationship we have with the end consumer as well as attracting new direct customers, as we grow the percentage of sales made through our own digital channels.”

Portmeirion has made a number of investments over the 12 months – in technology and automation. It has also launched a range of new products under its Wax Lyrical brand, and has plans to do the same under its Portmeirion Botanic Garden Range in 2022.

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Mr Raybould added: "The investments we are making across all parts of our business underpin our strategic commitment to better serve our end consumer.

“These include building significant new in-house digital/online expertise, improvements to front and back end web systems and increasing direct to consumer order fulfilment capacity in our UK and US warehouses.

“This will enable us to continue to grow strongly in all online channels whilst offering an even better level of service to all our customers.

“Key automation projects in our Stoke-on-Trent ceramic factory are now close to completion and will deliver improved efficiency and additional capacity that will underpin the scaling up of our UK production output and support our sales growth and operating margin ambitions.

“I am confident that the changes we are making to our business and the significant levels of new expertise we are adding will enable our brands to grow strongly in the coming years whilst we continue to develop much loved homeware products for our customers around the world.”

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