

NEWS RELEASE

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FORTRESS TECHNOLOGY INCREASES PRESSURE ON DYNAMIC GLOBAL GROWTH WITH APPOINTMENT OF INDIAN DISTRIBUTOR

Leading manufacturer of high performance metal detection systems for food applications continues to expand and strengthen on a worldwide basis

In a strategic move to further strengthen and increase focus on expanding its major global target markets, Fortress Technology (tel: 01295 256266 or visit www.fortresstechnology.co.uk) – leading manufacturer of high performance ‘Phantom’ metal detection systems for the food industry - has appointed a distributor in India.

Founded in 1987 in Mumbai, Jay Instruments & Sons Ltd (www.jayinst.com), part of Jaysynth Group, has established a strong presence across India through a network of office, channel partners and dealers.

Phil Brown, Fortress Technology’s Sales Director comments: “Reinforcing our global reputation as a leading supplier of high performance metal detection systems for the food industry, we have experienced significant growth in recent years with the successful completion of increasing numbers of high-profile projects in Europe and the rest of the world.

Phil continues: “The appointment of Jay Instruments & Sons reflects this expansion and firmly positions Fortress Technology to meet the expectations of our growing Indian customer base. The team in Mumbai bring considerable sales expertise combined with an in-depth insight into our core markets – skills which will prove invaluable as we move into the next ambitious phase of our International growth.”

Parag Kothari at Jay Instruments & Sons Ltd adds: “We are delighted to be representing Fortress Technology in India. Its range of Phantom metal detection systems complements our other industrial inspection and end of line equipment perfectly.

“Food companies are constantly looking for ways to become more profitable and reduce product waste. We try to bring to their doorstep technologies that will help strengthen profit margins while fulfilling legislative requirements. We look forward to a long and mutually beneficial relationship between our two businesses.”

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As part of its export strategy, Fortress Technology has signed up for government-funded initiative, *Gateway to Global Growth*. Working in conjunction with UK Trade & Investment (UKTI), Fortress Technology has embarked upon a 12-month programme, during which it will be given strategic support specifically tailored to the company's needs, in a bid to help grow its export business.

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Note to editors:

Established in the UK since 1999, Fortress Technology's state-of-the-art inspection equipment has been specially developed to help eliminate contaminants throughout the food industry, including the bakery, dairy, meat & poultry, confectionery, frozen & chilled, ready meal, fresh produce and snack food sectors.

As well as a range of standard metal detectors, Fortress Technology's technical teams will work with customers to custom design machines for non-standard applications.

Fortress Technology develops innovations and features that improve detection levels, reduce product waste and lower the cost of ownership. The company, which relocated to a new state-of-the-art manufacturing facility in 2010, is backed by skilled in-house design, technical and consultancy teams and a growing distributor network. It also offers high quality spare parts, flexible warranty packages, training, product testing and rental units.

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