

# NutreeLife Ltd: tripled production capacity for UK plant-based snack manufacturer



**NUTREELIFE**  
Nutrition for Life

## NutreeLife Ltd

A family run, award-winning British company based in Burscough, West Lancashire and renowned for producing high quality, natural protein bars, which are both nutritious and delicious.



## Challenges

- Over the last year, NutreeLife has seen significant growth, requiring the business to set up a new production line to keep up with demand for their protein bars.
- While the need for the equipment was clear, the company was still relatively new to the market, making it difficult to access the right finance.
- The business also wanted to preserve cash flow for operational expenses and to remain agile during the volatility of the pandemic.

## Solution

- NutreeLife was recommended Siemens Financial Services (SFS) by its technology vendor for their specialist knowledge.
- SFS suggested a hire purchase (HP) agreement, meaning NutreeLife could acquire the equipment immediately and spread the cost over 5 years - with no upfront costs.
- With the help of SFS' expertise, the manufacturer was able to meet the conditions for the super-deduction tax initiative, whereby a company investing in qualifying new plant and machinery assets is able to claim 130% of the equipment's value in year one.

## Benefits

- 📄 SFS' HP agreement has enabled NutreeLife to increase production and turnover 3-fold.
- 📄 The investment led to the manufacturer's rapid growth, helping to create dozens more jobs during the pandemic and leading them to win Small Business of the Year at Lancashire's Be Inspired Business Awards (BIBAs).
- 📄 As NutreeLife plans to expand operations overseas, the company continues to receive ongoing assistance from a dedicated account manager at SFS who is keen to support this journey.

**“As a relatively new business, it’s not always easy to gain access to the right finance at a good price but SFS were very accommodating. They really understood the benefit of the technology for our business and helped us unlock the investment.”**

Patrick Mroczak ,  
MD and CEO, NutreeLife Ltd

**3x**

Increase in  
production capacity  
and company  
turnover

