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Lazenby Group Secures £650k to Scale Production and Target Global Growth

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A Hull-based manufacturer has secured a £650,000 injection of capital to support the expansion of its kiosk production operations. The company aims to create up to 30 new jobs and scale its presence in international markets.

Lazenby Group, situated at Sutton Fields Industrial Estate, has received funding from NPIF II – Mercia Debt Finance, part of the Northern Powerhouse Investment Fund II (NPIF II), which Mercia Asset Management delivers. The financial support will facilitate the development of

an additional 8,000-square-foot factory to house a new production line for the company's latest innovation: the SafeTouch self-cleaning self-service kiosk.

The SafeTouch system utilises ultraviolet C (UVC) light to disinfect surfaces between uses, significantly reducing the need for manual cleaning and chemical agents in high-traffic environments. The business, which currently employs 28 staff, sees the new facility as critical to fulfilling rising demand and achieving its long-term strategic goal of becoming Europe's largest original equipment manufacturer (OEM) of self-service kiosks.

Managing Director Neil Sewell said the investment will enable the firm to accelerate its manufacturing capacity and pursue international contracts. "Self-service kiosks are increasingly popular but have to be cleaned regularly by hand. Our SafeTouch technology kills germs automatically in just 38 seconds without any human intervention or harsh chemicals and has attracted international attention. The funding will help us increase capacity and work towards our goal to become the largest original equipment manufacturer of kiosks in Europe."

The firm has already secured a significant agreement with Collins Aerospace, a major airport supplier worldwide. With this early traction, Lazenby Group is positioning itself to capitalise on global demand, particularly across aviation, retail, leisure, and hospitality sectors, where hygiene, efficiency, and consumer confidence remain priority concerns.

Founded in the 1960s by Paul Lazenby, the company transitioned in the mid-1990s under the leadership of gaming machine specialist Bill Neale. Since his passing three years ago, operational control has been in the hands of long-serving staff, including Neil and Dawn Sewell's husband and wife team. This latest investment marks a turning point in the company's evolution from a regional metal processor into a competitive technology-led manufacturer.

Rebecca Pickering of Mercia Debt highlighted Lazenby's trajectory: "Lazenby has gone from a small metal processor to a market-leading kiosk manufacturer. The company has a history of innovation, and its latest product is set to disrupt the industry. We are pleased to help the company (sic) step up production and roll it out worldwide."

The backing is part of the £660 million Northern Powerhouse Investment Fund II, which supports high-potential small and medium-sized enterprises (SMEs) across the North of England with loans from £25,000 to £2 million and equity investments up to £5 million.

Lizzy Upton, senior investment manager at the British Business Bank, added: “Lazenby Group is a fantastic example of the type of innovation and ambition we’re proud to support through NPIF II. From its base in Hull, the company is not only transforming how self-service technology operates but is also scaling globally with its groundbreaking SafeTouch kiosk.”

Lazenby received funding advice from Andrew Bradley at the Humber Business Growth Hub, helping to secure a deal that safeguards local manufacturing jobs and contributes to wider economic growth and sector resilience.