



**Company name:**  
Avon Steel

**Location:**  
Bath

**Sector:**  
Steel Stock holders

**Size:**  
£2.5m

**Type:**  
Invoice finance facility

**Turnover:**  
£15m

**Steel stockist secures £2.5m facility from Secure Trust Bank**

**Secure Trust Bank Commercial Finance has provided a £2m invoice finance facility to Avon Steel, a UK stockist and supplier of steel.**

#### **The company**

Avon Steel is one of the South West's leading providers of steel to the construction and engineering sector. The company stocks over 1,500 tonnes of steel from its head office in Bath and second depot in Plymouth. With the addition of a sales office in Cardiff, the company employs 49 members of staff.

The business was acquired by Breal Capital in November 2017, and is now part of its £135m revenue steel group.

## The solution

Secure Trust Bank Commercial Finance provided a £2m invoice finance facility.

The funding will be used to support Breal Capital as it looks to acquire other stockists and distributors of steel, as well as general working capital for cashflow requirements.

## What they said

- “ Following Breal Capital’s acquisition in late November, we were aware that we would need a finance facility that would support the future growth of the business and provide access to much needed working capital.”
- “ We chose to work with Secure Trust Bank Commercial Finance because of its refreshing approach to lending. The team took the time to understand the business and its requirements, and constructed a facility in a short time frame. We’re now able to set our eyes on future targets and embark on the next phase of our acquisition strategy.”

**Simon Parson,**  
*Managing Director at Avon Steel*

- “ Avon Steel is in a good position to take advantage of the steel industry’s resurgence in the coming years, with more companies likely to seek local steel over expensive imports.”
- “ Having worked with Simon and the team, it was clear that the flexibility we were able to offer was of great value to the business, enabling it to restructure its balance sheet and gear up for future growth.”

**David Parsons,**  
*Director at Secure Trust Bank  
Commercial Finance*

## Our proposition

- Full suite of ABL products enabled us to structure a comprehensive funding package
- Access to decision makers: we delivered on our terms and completed the transaction in less than ten days from initial enquiry
- Service: a reputation for working alongside external investors
- Flexibility: demonstrated through our debt structure and turnaround times
- Insight: our experience enabled us to truly understand the customer’s business and their future plans which ensured that our facility was tailored to their requirements