

## Case Study: Atra Nova

Creativesheffield.  
First Floor, The Fountain Precinct  
Balm Green, Sheffield S1 2JA  
T+44 (0)114 223 2345  
F+44 (0)114 223 2346  
info@creativesheffield.co.uk  
www.creativesheffield.co.uk

Originally based in Cambridge, AtraNova has developed a number of electro-oxidation based products incorporating its patented Ebonex™ electrodes, including those for use within the water industry encompassing industrial, sewage and potable applications and also for the recovery of specific metals including nickel, copper and zinc.

AtraNova has refined its effluent treatment system to a single simple 'plug and play' design and has installed a number of these systems for applications within the food and beverage industries.

AtraNova contacted Creativesheffield for assistance identifying a location for a new facility in the Sheffield region in order to take advantage of collaborative opportunities within the indigenous manufacturing base.

With support from Creativesheffield and South Yorkshire Investment Fund (SYIF), AtraNova located their head office in a 3,600 sq ft unit at the Evolution development on the Advanced Manufacturing Park in December 2008.

Following this investment, a dedicated Creativesheffield HR Business Consultant has provided comprehensive recruitment support and facilitated introductions to Sheffield Hallam University in order to explore graduate recruitment opportunities (including Knowledge Transfer Partnerships (KTPs)).

Bespoke support has also been provided to the existing employees of AtraNova in order to identify homes and career opportunities for spouses for those individuals relocating from Cambridge to the Sheffield region.

Chief Executive Alex Simpson says:

"It is thanks to the team at Creativesheffield for making the transition from Cambridge to Sheffield so seamless and we look forward to working with them in the future to ensure the continued growth and success of AtraNova going forward."

