



Dear friends,

It is with tremendous pride that I welcome you to this commemorative collection of stories and experiences that make up the last fifty years of business for BM Catalysts. From humble beginnings as a small, family-run tyre garage to where we are now; Europe's largest independent manufacturer of high-quality aftermarket Catalytic Converters, Diesel Particulate Filters and Front Pipes; our journey – the ups and downs, highs and lows – has made the company what it is today. And that's a story worth sharing, I think. When my father, Eric, embarked upon this journey I have no doubt he had grand ambitions. Ambitions to provide exceptional service to customers and operate a successful business built on traditional family values and the drive to do things better. Yet, I also imagine that never in his wildest dreams did he consider that one day that same business would be in its third generation, remaining true to those values and exporting its high-quality, market-leading parts to all four corners of the globe. One thing I am certain about is that both my father and the company's co-founder, Alfie Belton, would be incredibly proud to see how far we have come. They, like myself, would also be grateful to each and every member of staff, customer and supplier who has contributed their time, talent and tenacity over the last half century. I hope you enjoy reading this story as much as I've enjoyed telling it.

So, without further ado, put the kettle on, your feet up and the smartphone down.

With best wishes,

A handwritten signature in white ink, appearing to read 'John Massey', with a stylized flourish at the end.

John Massey



As with many great stories, this one begins with tragedy. When William Massey passed away from TB in 1924, John Alfred Belton – known to his friends as Alf or Alfie – took Eric, his mother and his siblings under his wing and became their legal guardian.

Dedicated to his family, William left all his worldly possessions and worth to Alfie with the condition that he would care and provide for the family he had left behind.

With a fierce post-war desire to grasp opportunity with both hands and a strong streak of entrepreneurial spirit, Alfie joined forces with an old army friend and set up a small tyre company in Pontypridd, South Wales.

Accumulating years of experience in the tyre business, when a young Eric Edward Massey approached his guardian for some career advice in 1964, Alfie and Eric hatched a plan to make use of the tyre industry connections forged in Pontypridd and open a small tyre depot in their hometown of Bulwell in Nottingham.

*And so, the search for premises began...*



John Alfred Belton



Eric Edward Massey

# 1966

In May of 1966 as John Massey, Eric's son, was completing his O Levels, Alfie and Eric were continuing the search for new premises. In anticipation of opening a new tyre shop, Alfie and Eric clubbed together to furnish the company fleet, purchasing a Rover 100 and a Morris 1000, with the number plate of 901UUT.

As the '66 World Cup was getting underway, Eric and Alfie signed a lease on the old fire station in Bulwell, Nottingham. Rented from the council, the pair set about preparing for business, painting walls and building racks.

On the 30th July – the same day England won the World Cup – B&M Tyres opened its doors for the first time, under the partnership of E.E. Massey and J.A. Belton. Keen to work his way up and follow in his father's footsteps, a fresh faced John Massey left school to become the company's first trainee tyre fitter. A true family affair, Dorothy (Dot) Massey, Eric's wife and John's mother, also rolled up her sleeves and kept the boys in check, taking on the role of bookkeeper in chief!

The same year that John Lennon proclaims The Beatles to be more popular than Jesus, long-standing employee, Fred Wilson, was taken on as a tyre fitter for the fledgling company – alongside being the proud owner of a Ford Zephyr.



## 1967

As well as being the first year the Super Bowl was contested, 1967 also marks the first year in business for B&M Tyres, with year one sales ending on £24,828.

With a pint of beer costing around 8p, a loaf of bread around 5p and the average house price a mere £2,530, £24,828 (which modern day BM Catalysts surpasses within a quiet hour on a Monday afternoon these days) represented a hugely successful first year.

Such was the success that in August '67 a second fast fit centre was opened, this time in the nearby town of Loughborough.



## 1969

As the swinging '60s drew to a close, and around the same time NASA put a man on the moon, B&M Tyres expanded to a third premises – opening a Gulf Petrol Station, with a repair shop on the side, in Mapperley, Nottingham.

With 50p coins fresh in circulation, B&M Tyres ventured into the world of exhausts and began fitting them at the premises in Mapperley.

## 1968

Second only to divine intervention, 1968 brought with it the introduction of an unforeseen change in the law, which boosted sales substantially. Barbara Castle, a prominent woman in the Labour Party was the force behind a new tyre tread law, designed to promote safer standards for motorists and road users. This caused a surge in demand for new tyres.

Such was the demand, John took on the extra role of recruitment manager and began drafting in multiple former school friends to manage the spike. It was thanks to Alfie's contacts in the tyre industry that, while competitors struggled to meet demand, B&M Tyres was able to service all customers without delay.

## 1970

As hippies paid their pound and headed west for the first Glastonbury Festival in 1970, B&M Tyres opened a depot on Herbert Street in Mansfield. Costing £5,077, and headed up by John, the new depot enabled the firm to expand its supply and fitting of exhausts, as well as tyres. Sharing resources between sites, tool kits were transported between depots as and when jobs were booked. With demand soaring, in September of 1970, plans were put in place to expand the Mansfield depot.



## 1973

Fast forward three years to 1973 and the company was going from strength to strength. In August, a new depot opened in Newark – the company's 4th fast fit centre, which came with a price tag of £12,243 and was headed up by Alfie's nephew, John Belton – who moved across from managing the petrol station.



## 1979

As Margaret Thatcher became Britain's first female Prime Minister and The Antiques Roadshow made its first broadcast, the Mansfield depot was doing more business than the other three units combined.

As a result, B&M Tyres sold off both the Newark depot and filling station to concentrate on capitalising on the popularity and demand at the Mansfield site.

## 1980

1980, the start of the decade that fashion forgot, B&M Tyres took on a new tyre fitter by the name of John Wilford - known as "Wilf" - who is still employed to this day by the firm.



## 1981

The Mansfield depot was bursting at the seams. It was clear that even more space was needed in order to keep up with demand.

During the same year that Charles and Diana got hitched, B&M Tyres rented some outside warehousing space from local businessman, Harry Seal, at nearby Kirkland Avenue to store tyres. The Kirkland Avenue warehouse would eventually go on to become the birthplace of B&M Tyres' early catalyst manufacturing operation.





## John Stephen Massey

Start Date: July 1966

Original Role: Trainee Tyre Fitter

Current Role: Chairman

### Map of your BM Career:

I started in 1966 as a trainee tyre fitter, cleaner, general factotum, and as time progressed so did my many roles; I ran Purchasing and ran the tyre breakdown department (which involved running up and down the motorway repairing vehicle's tyres). I also did a bit of sales which covered the Bulwell and Loughborough depots. I then became Branch Manager of Mansfield Herbert Street depot in 1970 when it opened. In 1983, I became (officially)

Managing Director, but the role in reality was M.D., Owner, Accountant, Purchasing Manager and Sales Director all rolled into one job! I then became Chairman in 2012 when my son, Toby, took over the Managing Director's position.

What have been your most memorable moments during your time at BM? What have been the biggest changes?

There are so many memorable moments to recall! The introduction of the new tyre law in 1968 increasing sales overwhelmingly and then becoming Manager of the Mansfield depot in



1970 (I also got married and took on a mortgage for £3,800 in that year!). In the seventies, my wife and I had two children (Sara and Toby). Using a computer for the first time (BBC), we later bought a stand-alone 'portable' laptop, but it weighed 200lbs and needed two people to carry it! Moving into our first ever office (a disused lift shaft!) at Kirkland

Avenue in the '80s. The '80s also brought along my other two children; Hannah and Abigail. Purchasing our first tube bender in 1998, which led the way to making Cats (around one per day, initially). In the noughties, purchasing our current Head Office (Reed Mill) and moving everything there from Kirkland Avenue during just one weekend! The purchase of Reed Mill coincided with the delivery of the first CNC tube bending machine and an automatic saw; we previously cut and bent tube by hand! In 2001, we expanded the workforce and took on a Sales Manager Mark Blinston and Financial Controller Paul Fox (retired this year; 2016). The biggest change is that we are no longer a corner shop with a staff of less than five, but an employer of over 200 people.

Why do you think so many people stay at BM for a long time?

I think people like the family feel to the business; everyone here is friendly and approachable.

Anything interesting you'd like to add?

Looking back, we can laugh at so many things now that weren't funny at the time. I remember one time when we were servicing agricultural tyres that were filled with water to give them ballast, one exploded on me and another tyre fitter - we got drenched!



## Kelvin "Chap" Chaplin

Start Date: January 1982

Original Role: Tyre Fitter

Current Role: Welding and Finishing Manager

What have been your most memorable moments during your time at BM? What have been the biggest changes?

Moving to the factory at Reed Mill.

Why do you think so many people stay at BM for a long time?

Secure and friendly environment.

What do you do outside of work? Any interests/hobbies?

Too old for interesting hobbies; I just enjoy walking the dog.

What would you like to say to John & Toby on their 50th year of business?

Well done and here's to the next 50!

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## 1982

As the Falklands War came to an end, B&M Tyres took on a new tyre fitter named Kelvin Chaplin, who is still with the company to this day as Head of Welding.

In February, the company moved to the indoor area of the warehousing facility on Kirkland Avenue. August saw a record month of takings for the company, racking up an impressive £19,858.13.

Towards the end of the year, in November, the B&M Tyres partnership spilt, with Belton (Alfie and his nephew, John) maintaining ownership of the Loughborough depot and the Massey family (Eric and John) keeping hold of the Mansfield operation, renaming the company at the same time to B&M Tyres and Exhausts Ltd to better reflect the extended offering of the firm. The first months' takings for B&M Tyres and Exhausts was £18,562.





## Dave Anderson

Start Date: April 1977

Original Role: Tyre Fitter

Current Role: Technical Advisor

What have been your most memorable moments during your time at BM? What have been the biggest changes?

I used to like going out on breakdowns with Eric and Frank doing commercial tyre repairs. When we stopped doing breakdowns I enjoyed fitting exhausts.

Why do you think people stay at BM for a long time?

Since the early days, the company has been a friendly, family-run business, and even though the company is much bigger now we still have a lot of the old staff, and members of their families, working here – it still holds a family feel.

What do you do outside of work? Any interests/hobbies?

I like to play poker, pool and snooker.

What would you like to say to John & Toby on their 50th year of business?

Over the years it has been a very enjoyable place to work and congratulations on your 50th year and hope you have many more.



Mansfield depot's extension 1970/71



Mansfield depot's extension 1970/71



Mansfield depot's extension 1970/71



## 1983

B&M Tyres and Exhausts began using a manual stock control card system.

In August 1983, takings were up on the previous year – weighing in at an impressive £33,480.11 for that month alone. In 1984, turnover was once again on the rise and exceeding the previous year's figures, bringing in £44,300.53 for the month of August.

## 1984

In December, B&M Tyres and Exhausts said goodbye to the manual card system for stock control and became an early adopter of a BBC computer, which was used to print off stock lists.

Sticking with the trend of year on year increases, in 1985 B&M Tyres and Exhausts recorded an August turnover of £60,342.31.

## 1985

In December, the company purchased its first PC DOS operating system from East Midlands Computers. The machine had an orange screen and allowed for much quicker management of stock control. The system was given the nickname of 'Little Eric', due to Eric's bookkeeping prowess and interest in emerging technology.



1966



1966

Original B&M logos used across the depots for signage, vehicles and adverts.



1980

This logo was used as branding for both B&M Tyres and Exhausts and B&M Catalysts.



2004

This logo took over in the rebranding of the business when 'BM Catalysts' came into force in 2004 and remains the current logo for the business in 2016.



## John Andrew "Boz" Oxby

Start Date: 1984

Original Role: Tyre Fitter

Current Role: Warehouse Supervisor

Map of your BM Career:

1984 – 2009: Stock Control

2009 – Present: Warehouse Supervisor

What have been your most memorable moments during your time at BM? What have been the biggest changes?

Getting my promotion, working at the depot in a very busy industry with 10 others, to today working within a global success of a company with over 200 staff.

Why do you think so many people stay at BM for a long time?

John doesn't treat you any differently, you are one of the family. If you step out of line, you are told, but within minutes nothing is held against you and everything goes back to normal.

What do you do outside of work? Any interests/hobbies?

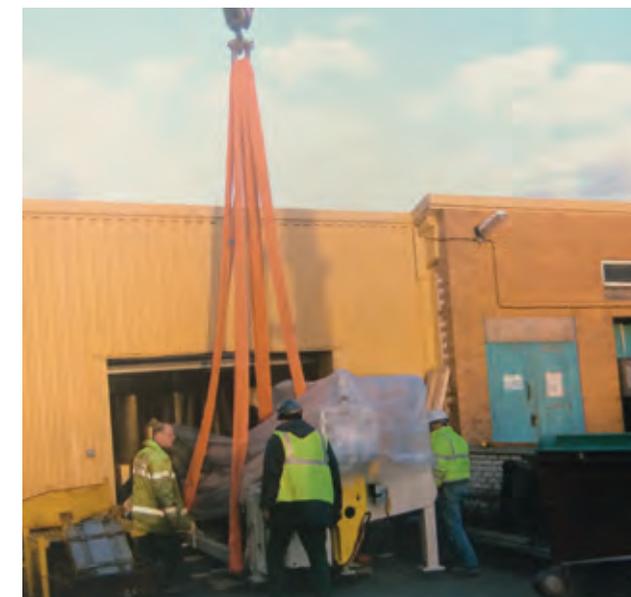
I am a director and trustee of Rainworth Miners Welfare. I like to play pool and I also play in a league for Rainworth Welfare at this. I also like to watch my two sons playing football as I'm a little too old to play myself.

What would you like to say to John & Toby on their 50th year of business?

Thank you very much for taking me on as a very small and weak school leaver and helping to turn me into who I am today.



Boz pictured with a B&M pick-up truck; Kirkland Avenue, mid 1990's



Delivery of one of the first CNC Tube Bending machines at Reed Mill



## John "Wilf" Wilford

Start Date: May 1980

Original Role: Tyre Fitter

Current Role: Picker & Packer

Map of your BM Career:

I started out down at the Mansfield depot, fitting tyres and exhausts. I became a supervisor there and enjoyed that role very much. I am now working up at the Reed Mill site in the Packing department.

What have been your most memorable moments during your time at BM? What have been the biggest changes?

I will always remember Eric yelling his one-liners down at the depot, making everyone laugh – Eric had a way with words! I also remember one day when John was knelt down on one knee, a fellow depot worker was letting down the ramp and almost caught him, but luckily John's almighty roars were enough to prevent an injury!

The biggest change for me personally was changing role, and moving from the Mansfield depot to Reed Mill. I moved because the demand for packing catalysts was greater than fitting tyres.

Why do you think people stay at BM for a long time?

Everyone has their own reasons, but the company has always been good to me.

What do you do outside of work?  
Any interests/hobbies?

I enjoy fishing.

## 1986

The same year the M25 opened - tyre fitter, David Kirkland, joined the B&M Tyres and Exhausts family in Mansfield before becoming the Manager of the Derby depot. 30 years on and David still works for the company as a machine technician.

## 1987

During May of this year, B&M Tyres and Exhausts opened its first office – moving from the warehouse on Kirkland Avenue into the disused lift shaft, which had to be reinforced with 2x2! Towards the end of '87, Stephen Harper (aka Stan) was taken on by B&M Tyres and Exhausts as part of the then Government's employment scheme. The company paid Stan's bus fare and the Government paid his wages. One of the only people within the company at the time to own a home computer, and with a natural flair for all things tech, Stan quickly took on data inputting roles alongside tyre fitting. He progressed through various roles to become IT Manager in 2007 – a role he holds to this day.



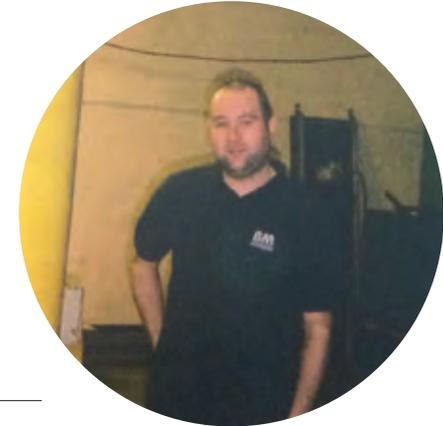
Stan Harper; Kirkland Avenue Office

## 1995

In March, the company opened another fast fit depot in Derby, headed up by Manager, David Kirkland.

## 1991

Firmly out of the decade that fashion forgot, and in the same year the Yorkshire lass Helen Sharman became the first Briton in space, saw the recruitment of new tyre fitters; Mark Litchfield and Joe Durose. Mark is now the Mansfield Depot's Branch Manager, while Joe is the firm's Operations Manager.



## 1997

In 1997, B&M Tyres and Exhausts had heard from a tyre supplier that a firm in Sheffield was equipped with a tube bending machine. John decided to go and take a look for himself.

Upon arrival at the Sheffield-based firm to view the tube bender, John saw that a universal catalyst was being fitted. Sparking an interest, John immediately began enquiries into where and how the firm could buy its own supply of universal catalysts.

## 1998

In 1998, the company purchased its first two universal catalysts from the US. They promptly tested one of the universal catalysts on employee Alan Oxby's car. The part was assembled using a gas welder and bits of old bent tube.

The second universal catalyst was bought by a customer who saw the one on Alan's car being fitted, and said he wanted the same. With validation of John's conviction that demand for this part was prevalent in the market, they would order 50 more from the US supplier.



## Stephen "Stan" Harper

Stephen Harper, although I'm known as Stan around the office as John could never remember my name and it just stuck.

**Start Date:** Third of November 1987 - I know because it's the same start date as my driving licence.

**Original Role:** My first job title was "Tyre & Exhaust Fitter", but it didn't last long. Chap was training me at the time but abandoned it after a couple of days when I nearly hopped a Fiesta off the ramp.

**Current role:** I'm the Company's I.T. Manager.

### Map of your BM Career:

1987 – 1995 Warehouseman, weekend receptionist, delivery driver and data inputter  
1995 – 1998 Cross-referencing and cataloguing  
1998 – 2000 H.R. Supervisor  
1999 – Convinced John and Dave to allow me to program our first in-house software  
1996 – 2006 Health & Safety Officer  
2000 – 2007 Personnel Manager  
2007 – Present I.T. Manager

**What have been your most memorable moments during your time at BM? What have been the biggest changes you remember?**

The only things I said in my interview were: "Hello", "Actually, I passed my driving test this morning", "Thank you very much" and " Goodbye". I couldn't get a word in. John said: "You seem like a nice lad so I'll give you a go". I thought: "How do you know? I haven't said anything!" My first task was to use our portable – and I use that phrase very loosely as only Charles Atlas or Dave Hansford would consider trying to move it – Olivetti M21 computer to create six hundred stock cards. If you accidentally caught the escape key it would close the screen and begin a re-index cycle that took a couple of hours. We ended up taking the escape key off and just pressing it with a pen. Other memories are mainly programming related – writing our first order taking software and making "The Board" digital. In 1999 Dave Hansford and I created our first website. It was no more than a few pages and Dave put: "Created by Dave the Brave and Stan the Man" at the bottom of every page.

### Biggest changes?

1987 – A dozen blokes fitting tyres and exhausts. 2016 – Two hundred people manufacturing catalysts and selling them all over the world.

**Why do you think so many people stay at BM for a long time?**

When you can call your boss by his first name, call him out when you think he's done wrong, have a joke at his expense, and you know he's right there with you working as hard as and harder than everyone else for the good of the company it creates a real team. I felt like part of a family with a common goal when I started, and I still feel like that now.

**What do you do outside of work? Any interests/hobbies?**

I play computer games, read books, watch Netflix and read Marvel comic books.

**What would you like to say to John & Toby on their 50th year of business?**

You allowed me the latitude to pursue my career path, encouraged me, and you both had moments where you gave me that little push forward when I needed it. I feel very privileged to have had that chance. Even more so when I think there's very few opportunities to do that in a bigger company like we are today. Thank you for giving me that freedom to pursue my own path.

**Anything interesting you'd like to add?**

The saying goes "Choose a job you love, and you will never have to work a day in your life". I don't think I've worked many days in the last twenty-nine years.



## 1998

In November of '98, B&M Tyres and Exhausts took the plunge and purchased its first Ben Pearson manual tube bender from Bosal, complete with a £10k price tag. An investment that would provide the firm with the capability to bend and resize pipework. With the equipment in place, production of catalysts began at the Mansfield depot.

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## 1999

In June '99, the company produced its first parts catalogue using its own printers and hand stapling! Up to 100 catalogues were sent out by second class post to a database of garages compiled using the Yellow Pages. Despite only including universal catalysts in the catalogue, the response was phenomenal and the orders came in thick and fast. The parts from the US were flown in direct to East Midlands Airport. The then Director, Dave Hansford, famously claimed "If we can sell ten per week, that'll be good." It's fair to say the prediction was far surpassed; with demand starting out at around five units per day.

Keen to capitalise on the apparent gap in the UK market, in August '99 B&M Tyres and Exhausts began taking old parts off cars as patterns to use to make new catalysts. Just before the end of the last millennium, and in the midst of the dot com boom, Dave Hansford and Stan Harper launched the company's first ever website.

Now getting the hang of the catalytic converter business, B&M Tyres and Exhausts started using the brand name "B&M Catalysts" in 1999.



## David Kirkland

Start Date: January 1986

Original Role: Tyre Fitter

Current Role: Machine Technician

What have been your most memorable moments during your time at BM? What have been the biggest changes?

I have very fond memories of being back at Kirkland Avenue, working really hard but also having lots of fun and laughs. Snowball competitions – seeing how far we could throw them! John Massey was particularly good at this game.

What would you like to say to John & Toby on their 50th year of business?

Huge congratulations on your 50th year! Let's hope there are 50 more!



## Joe Durose

Start Date: March 1991

Original Role: Tyre Fitter

Current Role: Operations Manager

Map of your BM Career:

I joined as a Tyre Fitter in 1991, went on to become Production Manager in 1999 and have held the position as Operations Manager since 2015.

What have been your most memorable moments during your time at BM? What have been the biggest changes?

From a personal point of view, being offered the position of Production Manager in 1999. Also, when we first viewed Reed Mill (2001), we walked through the doors into the empty factory, we all looked at each other at the same time and said "this

building is far too big!" and we'd only seen half of it! The other half of the building was an indoor go-cart track. The most obvious change in my time at the company is the decision to manufacture direct fit catalytic converters and the subsequent increases in departments, staff numbers and the size and number of premises as the company grew and grew.

What do you do outside of work? Any interests/hobbies?

I enjoy all types of motor sport, I particularly appreciate classic cars. I'm currently restoring a classic Mini.

What would you like to say to John & Toby on their 50th year of business?

Congratulations for 50 years of trading and thanks for the opportunities and the trust you showed me when we first started making Cats (I do think you made the right decision though, haha).



Deliveries of exhausts at Kirkland Avenue in the 1980's



Dave Hansford at Kirkland Avenue in the 1990's



Alan Oxby at Kirkland Avenue in 2000



Tyre stocks outside Kirkland Avenue in the 1980's

## 2000

In January 2000, production moved from the Mansfield depot to Kirkland Avenue, with Joe Durose as Production Manager. At first it was thought that the space was too big and that it wouldn't get filled. With four welding bays and a new tube bending machine; the firm was set to produce en masse.

At the start of the year, the firm partnered up with courier, Omega, committing to 30 deliveries per month - on the odd occasion when the quota didn't look like it was going to be met, Toby's gym shoes would be packaged up inside a catalyst box and taken on a little tour!

With the increase in sales, plans began to formulate for the purchase of a larger premises.

It was also at this time when B&M Catalysts first learned about, and began investigating, the potential to expand into the realms of homologation.

By the end of the year: the Tate Modern had opened its doors, Sven-Göran Eriksson had accepted the job offer as England Manager and B&M Catalysts was selling 50 catalyst units per day.

## 2001

In January, shortly before the Eden Project opened its doors for the first time, and on the back of the firm's impressive turnover, a consultant was employed to help the company better manage the financial side of the business.

During this year, another important appointment was made when current Managing Director Toby, the third generation of Massey, joined the company full time in June to learn the tricks of the family trade.

Later in the summer of 2001 the first printed catalogue was produced and sent out to customers. As autumn set in, B&M Catalysts purchased Reed Mill and moved the business to the new 85,000 square feet premises in September. This investment represented a bit of a gamble for the company, but one that paid off. Keen to get moved as quickly as possible, all desks, computers and equipment were moved in just one weekend. It was only once everything was in that someone realised the new packing room wasn't hooked up to mains electricity! One industrial-sized generator later and it was business as usual.

In October David Clancy took on the role of Internal Sales Manager. Just before the year was out, B&M Catalysts took delivery of the first CNC high-tech machinery that allowed for precision engineering. This gave the company the platform to significantly increase output and improve quality of the products being produced. The investment was crucial as it began to build the reputation of high quality standards that the company is now synonymous with.

## Raymond "Ray" Perkams

Start Date: August 1999

Original Role: Packer/Driver

Current Role: Maintenance

What have been your most memorable moments during your time at BM? What have been the biggest changes?

I'll never forget when working with John Ellis on the Reed Mill office renovations, we had turned the stop tap off temporarily during the work, John Ellis instructed it to be turned back on when a huge gush of water spurted up in the air and absolutely drenched him! Luckily he (and everyone else) found it very amusing. Another memory is when I earned the nickname

Phyllis, after the character in Coronation Street, after my workmates mocked me when Jan tried to dye my hair black – it came out purple!

Why do you think so many people stay at BM for so long?

When working with great people it makes you loyal.

What do you do outside of work? Any interests/hobbies?

DIY and decorating, watching horse racing, reading and holidays.

What would you like to say to John & Toby on their 50th year of business?

Congratulations and thank you! Here's to the next 50!



## Janice "Jan" Perkams

Start Date: January 2000

Original Role: Accounts Assistant

Current Role: HR Administrator

Map of your BM Career:

I was a Purchasing Assistant in between starting and now.

What have been your most memorable moments during your time at BM? What have been the biggest changes?

I like reminiscing back to when Eric (Massey) would come in and visit. He used to walk with a stick and I would take his other hand and we'd walk around the factory together. He used to joke and say people will think we're courting! The biggest change for me is the amount of people – from only about twenty people when I started to over 200 now.

Why do you think so many people stay at BM for a long time?

It's a nice place to work full of lovely people.

What do you do outside of work? Any interests/hobbies?

Looking after my grandchildren, watching films, collecting DVDs, reading and shopping!

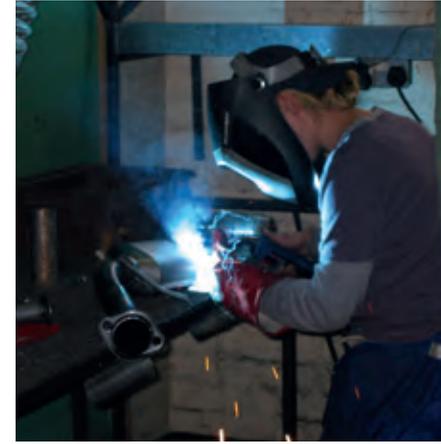
What would you like to say to John & Toby on their 50th year of business?

Congratulations! I hope there are many more to come.

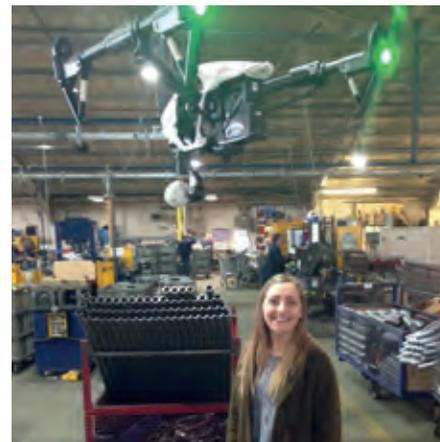
Anything else you'd like to add?

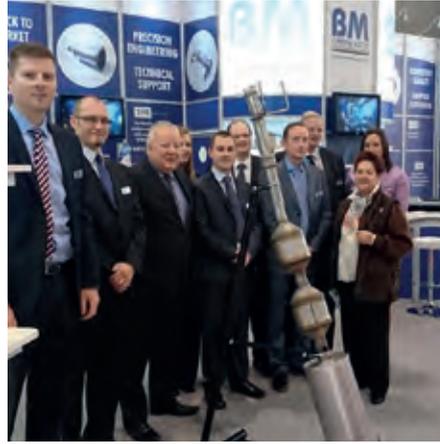
When I first started work, back in the days of Kirkland Avenue, I was on the only full-time female.













Reed Mill, 2001



Reed Mill, 2016

## 2002

The new year brought with it the new appointment of a Sales & Marketing Manager, Mark Blinston, who is now the firm's Commercial Director. The same year the Euro was introduced to 12 countries within the Eurozone, 2002 was also the year that the company's homologation plans commenced and preparations began to develop the new offering.

## 2004

Venturing south on the M1, in February 2004, the company had its first taste as a trade exhibitor at Mechanex, held at Donnington Park.

It was also in 2004 when the 'BM Catalysts' brand was born, with Mark Blinston implementing plans to take the business in a different direction.



## 2003

In March, the same year Jonny Wilkinson struck pride into the hearts of people up and down the country with his drop goal with 26 seconds to spare, year end turnover came in at an impressive £3.9m.

In September the firm reached 154 unit sales per day.

## 2005

BM Catalysts' customer base began to transform. Traditionally selling direct to garages, thanks to the strong reputation for quality the company had carved out in the market, the firm was approached by bigger distributors keen to stock and sell BM Catalysts products.

By September, unit sales were up at 580 per day.

## 2006

Unit sales had grown significantly with the company selling 870 units per day.

The same year also saw the end of year turnover near double in the space of four years to £7.5m.



## David Clancy

Start Date: 1st October 2001

Original Role: Internal Sales Manager

Current Role: Export Manager

What have been your most memorable moments during your time at BM? What have been the biggest changes?

Personally delivering our first export order to the Netherlands. The biggest change we had was moving to Reed Mill from Kirkland Avenue.

Why do you think so many people work for BM for a long time?

It's the family feel to the business.

What do you do outside of work?  
Any interests/hobbies?

I enjoy playing golf.

What would you like to say to John & Toby on their 50th year of business?

Congratulations on a great achievement.



John Ellis, long-time friend of John Massey, worked for BM Catalysts from 2006-2013, starting out in HR. John made a particularly valuable contribution to the business; leading large-scale renovation projects that took place across the company's two sites from 2008, before he sadly passed away in 2013.



## Rachel Dev

Start Date: May 2001

Original Role: Marketing Assistant

Current Role: Product Development and Cataloguing Analyst

What have been your most memorable moments during your time at BM? What have been the biggest changes?

Meeting my husband, Qais! He was working in the IT department here at BM when we first met. The initial launch of our DPF range, which was the first new product group I created from scratch and our products going live on Tecdoc. Moving to the Reed Mill site and having the opportunity to spend a few years working with my Dad before he died in 2013.

Why do you think so many people stay at BM for a long time?

Personally having known John and Toby since I was 10 there is a family connection, but the office is a friendly place to be!

What do you do outside of work? Any interests/hobbies?

I'm a proud and busy mum of two kids and I love to bake and decorate cakes.

What would you like to say to John & Toby on their 50th year of business?

Congratulations on a great 50 years. It's amazing what one fantastic idea can create!



## Vicki Young

Start Date: February 2002

Original Role: Call Centre Operative

Current Role: Sales Assistant

What have been your most memorable moments during your time at BM? What have been the biggest changes?

Being part of a wonderful team. The introduction of DPFs and type approved parts. Enjoying export work too.

Why do you think so many people stay at BM for a long time?

There is a good team spirit and colleagues become good friends.

What do you do outside of work? Any interests/hobbies?

Being a Junior Church leader. Day trips and short holidays. Going out for meals, reading and Football Dream Team.

What would you like to say to John & Toby on their 50th year of business?

A very big congratulations on their achievements.



## Toby Massey

Start Date: 1996 (Part time)  
2001 (Full time)

Original Role: Tyre fitter in 1996

Current Role: Managing Director

Map of your BM career:

Tyre Fitter, Commercial Director, MD

What have you been your most memorable moments during your time at BM? What have been the biggest changes?

Some of my earliest childhood memories from the '80s include playing computer games on the orange-screened Olivetti computer that the business had. The most memorable moments include battling the elements when we had to store the packed parts outside at Kirkland Avenue, due to lack of space inside! Moving to our Reed Mill premises and buying our first tube bending machine were key milestones for us, as these actions allowed the business to develop its processes and offering,



leading to growth. Other big moments were when we began exporting outside the UK in 2008, and the purchase and setting up of our second site; Fulwood Rise in 2010.

Why do you think so many people stay at BM for a long time?

There really is a family sense to the business, with many cases of people from the same family working here.

What do you like to do outside of work?  
Any interests/hobbies?

I enjoy a bit of 5-a-side football, golf and spending time with my wife and sons.

Anything else to add?

We owe a lot to all the staff who have worked for us over the years. I'd like to mention former Director, Dave Hansford, who along with John (Massey) had the vision and drive to push the business forward to manufacture catalytic converters.



## 2007

In September, as the smoking ban came into full force in the UK and Apple launched its first iPhone, unit sales for BM Catalysts tipped 1,100 per day and year end turnover hit £10m for the first time.

One year later, the company added another 100 units per day to its vital statistics – taking the total units per day to 1,200 in September 2008.



## 2008

2008 was a monumental year. In the same year that the US elects its first black president, BM Catalysts' homologation plans finally take shape, which opened the door to exporting to Europe.



## 2009

In November, negotiations begin to acquire a second, larger scale production facility (Fulwood Rise), located five miles from Reed Mill.

During the same year, BM Catalysts introduces its first DPF product range to market. With export activity increasing, BM Catalysts began recruiting people with European language skills in French, German, Spanish, Italian, Portuguese, Ukrainian, Polish and Russian.



## 2010

In June the purchase of Fulwood Rise is complete, which provided the company with an additional 65,000 square feet of manufacturing space and storage, which BM Catalysts planned to use to bring additional processes in-house. In September, unit sales increase to 1,513 per day.



## 2011

In September 2011, unit sales increase further still to 1,664 per day with the company investing in improved production facilities and equipment to continue to meet demand.

2011 is also the year that Toby married Ania; current HR Manager.





Automechanika Exhibition, Frankfurt

**2004**



Equip Auto Exhibition, Paris

**2009**



Equip Auto Exhibition, Paris

**2015**



Automechanika Exhibition, Frankfurt

**2016**



## Mark Blinston

Start Date: January 2002

Original Role: Sales & Marketing Manager

Current Role: Commercial Director

### Map of your BM Career:

Sales & Marketing Manager	2002 – 2006
Sales & Marketing Director	2006 – 2012
Commercial Director	2012 – present

What have been your most memorable moments during your time at BM? What have been the biggest changes?

One of my most memorable moments was changing our route to market in the early years, which enabled us to distribute our products more widely.

Receiving our first export order was a big moment – I remember receiving a phone call, whilst driving home after a meeting, from a customer in the Netherlands. The customer introduced themselves before advising me that they were about to place an order for 800 catalytic converters. At that time, we simply didn't get orders from overseas distributors, let alone for quantities anywhere near 800! I remember pulling over in the car and trying to compose myself before calmly telling them, "No problem, we will aim to deliver the order next week!" Another unforgettable time was seeing the Fulwood Rise project take the business in a different direction. I missed the day we got the keys for Reed Mill as I was working my notice at a former employer, which meant I missed the 'buzz' of opening the doors and taking in the vast space that we'd acquired. When we got the keys for Fulwood Rise, I made sure I was there for the first walk around of our new project. I even treated myself to a go on the overhead cranes! Being recognised as Europe's number one supplier of Cats/DPFs – this was a dream I'd had from the first day I entered the business; taking the brand into Europe and cementing BM Catalysts as the biggest and best at what we do. We've achieved that goal, and the challenge is to now remain at the top for as long as possible. Some say it's easy to get to the top but hard to stay there. I'd say it's hard to get to the top but certainly harder to stay there. On a personal level, becoming a Director and shareholder of the business was a real big moment. When I joined the company in 2002, I was a mere 22 year old at the very start of my career. I'd never imagined being involved in manufacturing, let alone car parts. My personal ambition has always been to make a difference at whatever I do. To be appointed as a Director and become a shareholder in a business which gave me the opportunity to make a difference, was a hugely proud moment for me.

Why do you think so many people stay at BM for a long time?

There is a fantastic family feel about it and people have a real input into how things are done here. Not only does everyone work hard, we all do it with a smile on our faces.

What do you do outside of work? Any interests/hobbies?

Other than being a long-suffering Nottingham Forest fan, my main hobby is playing Korfbal. I also spend as much time with my young family as possible.

What would you like to say to John & Toby on their 50th year of business?

A huge congratulations to reaching such an impressive milestone. I'm sure the family had no idea the business would develop in the way it has and it has been an amazing journey to get here. Now it's onto the next 50 years!

Anything else you'd like to add?

I went to school with Toby and have known him and the family since I was 11 years old. In fact Toby and I were both on holiday with friends in the summer of 2001 when we first discussed working together. For a number of months it was a running joke over when we would work together until we realised it might be a good idea. So far, it has worked out pretty well!



Southwell Minster School  
(Sixth Form), 1995.

Mark Blinston, Toby Massey  
and James Saunders (a fellow  
school friend, employed at  
BM Catalysts since 2014 as  
Project Manager).

## 2012

In June 2012, BM Catalysts begins manufacturing its own universal catalysts at the Fulwood Rise factory. This cut costs and provided more control over the manufacturing process, enabling the company to take total control of the quality of materials and the production methods.

In July, unit sales hit 2,177 per day and turnover reaches £20m for the first time. Hard work is officially recognised when BM Catalysts picks up the prize for Manufacturing Excellence at the Family Business Awards.

2012 is also the year with a few role changes – John Massey became Chairman, Toby Massey took the helm as Managing Director and Mark Blinston stepped into the Commercial Director position. In June, Toby and Ania welcome their first child, Matthew, into the world.



## 2013-14

Over the next few years, awards continue to pour in for BM Catalysts, with accolades including:

### Family Business Awards:

Family Business of the Year 2013

### Chamber Business Awards Nottinghamshire:

Manufacturer of the Year 2014

Achievement in International Business 2014

Business of the Year 2014



## 2015

In 2015, BM Catalysts is ranked in the East Midlands Top 200 fastest growing companies and continues to invest in its facilities. Investing in hi-tech, CNC machinery has been a continual process since the opening of Fulwood Rise for the company; ensuring a consistent high quality standard throughout the product ranges and continuous improvement of operations.

BM Catalysts decides to do-away with a printed paper catalogue, in favour of the digital age – focusing on the 'BM' mobile application and its online product catalogue.

In June of 2015, Toby and Ania's second son, Alex, is born.

## 2016

A momentous year for BM Catalysts, 2016 is as eventful as ever with the company celebrating its half-century with a bang! For the first time ever since 1966, all employees downed tools and travelled up to the Fulwood Rise site to mark the 50th Anniversary. Whilst at Fulwood Rise, Managers took staff members on a tour of the premises and the firm drafted in a photographer to capture the occasion. A number of staff reward campaigns also took place, to show appreciation for each and every member of the BM team, including raffle prize draws with better-than-your-average prizes and a '£50 for 50 Years' lottery taking place every month throughout the year.

Alongside the celebrations, the business also continued working hard to maintain its position as a market leader; developing new products and product ranges, exploring new markets, exhibiting at a number of UK and overseas exhibitions and providing a high level of service to its customers - BM Catalysts continued doing what it does best.

*And so the story goes on...*

# BELTON MASSEY



Dear friends,

Thank you for taking the time to share in our story, I hope you enjoyed finding out all about the many milestones that have brought us to where we are today. When we first started planning how we would mark our fifty years in business earlier this year, we decided that we wanted to do something that would recognise everyone who has helped to build our business over the last half century. We wanted to create something that we could look back on with pride and we intended to create something that would encapsulate the values that run through our business to this day: family values of working hard, looking after our employees, building quality products and putting customers first. I feel that we've achieved that goal and have created something really special in this book. It's been a wonderful experience finding out new things about the history and heritage of BM Catalysts and bringing the story to life.

As the third generation to be at the helm of the company, I feel a great responsibility to uphold the values that have got us to where we are today and do all I can to make sure they are carried forward into the next fifty years. We have even more exciting plans ahead of us and I look forward to seeing them unfold with the help of our employees, customers and suppliers.

Once again, many thanks for your continued support and friendship. And thanks again to all who have made BM Catalysts the great success story it is today. We couldn't have done it without you!

Best wishes,



Toby Massey



