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Flood Defence Innovator Set to Export Worldwide

Simon Phelps designed, developed and patented the flood defence barrier, Floodstop, in 2006, during his final year at Bournemouth University.

Floodstop was designed to fill a gap within the market for a functional and rapidly deployable flood barrier and is already successful in use throughout the UK and parts of Europe.

The unique, patented, design works by filling with the rising flood water. This combined with weighted connections means that an assembled barrier will always be denser than the flood water.

As well as building a strong presence in the UK, Simon credits his success in launching Floodstop overseas to the support he received from DIT. After an initial launch to the UK market in which he was supported by Bournemouth University, Simon approached the UKTI in 2008 for advice on how to begin exporting Floodstop.

Through the DIT Simon and his team were given access to experts in international business, opportunities for peer learning and networking, training and education in international business and support in the creation of an export strategy, including market screening.

Floodstop has been enthusiastically received in the USA and Fluvial Innovations Ltd began exporting to distributors in 2010. However, it soon became clear that direct export to the USA was not the most efficient way of servicing this market.

Floodstop is now manufactured under licence in the USA, where demand for the product continues to grow.

***“I could not be more delighted with the support that I’ve received from DIT, from helping me develop the skills I needed to create an export strategy, through the research stage and finally managing the day to day realities of being an export business – they have been on hand every step of the way.”
Simon Phelps, Founder & Director,
Fluvial Innovations***



Department for
International Trade

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