

Birmingham Daily Post - Thursday 05 July 1973

**Firm joins the money-makers with £1 ¼ m coup
Birmingham Post Business Staff**

Behind a security screen which would have done credit to Fort Knox, a Birmingham firm has pulled off a £1,250,000 coup for minting British coinage.

The order, for an issue in honour of the Royal Silver Wedding Anniversary, was placed by the Government of Jersey and was won by York Stampings in the face of fierce international competition. Among those who were involved in tendering for the contract was The Royal Mint.

Mr. Roger Hazeldine, managing director of York Stampings; sees the order as significant — apart from being extremely profitable — because it has launched his company firmly into the select group of world money-makers.

Since 1968, when it was found, York Stampings has produced thousands of medals and commemorative coins, but the Jersey order was its first for legal tender. Special Royal Assent was necessary before work could start.

"We regard it as a breakthrough to obtaining future minting contracts for export, and are mounting an intensive marketing and sales campaign to ensure that opportunities are not neglected," said Mr. Hazeldine.

"Already; we have found it necessary to expand into new premises. and we are investing further in new plant."

Commenting on the unusual development of the company into a mint in its own right, he added: "The minting of coins and medals grew out of our production of stampings and pressings in a variety of trade categories ranging from the automotive industry to jewellery findings."

During the last two years, more than £50,000 has been spent on new plant and machinery by York Stampings.

First gold coins

A further £30,000 will be invested during the next few months to complete the expansion programme and equip the company to compete for international minting business.

Five of the Jersey coins are gold and four are silver. Those in gold are in denominations of £50, £25, £20, £10 and £5, and are the first gold coins ever issued by the States of Jersey.

Distribution of the issue is being handled by the Italcambio Group, the international numismatic distributors.

"Although the Silver Wedding Anniversary was on November 20 last year, we have only now been able to tell people about the order because of security," said Mr. Hazeldine.