

# **NRM celebrate phenomenal growth and prepare to bring technology driven portfolio to ICE London**

[NRM](#) will be attending next week's ICE London (stand BP5) on the back of a record breaking year in which the independently owned technology provider has grown its customer base to in excess of 4,200 venues. The latest figures, which include gaming entertainment businesses active in the AGC, Bingo, Betting Office, Holiday Park and Pub retail sectors, represents a growth of 833 percent, a figure that has been achieved over just a six year period.

Confirming the rate of growth, NRM Managing Director, Andrew Ludlow said: "Back in 2012 the business had products in around 450 venues, today that number is 4,200 a figure that continues to grow. Throughout that time we have tendered alongside some of the biggest names in the supply sector and have been successful in securing significant business wins based on the NRM foundation stones of best in breed products aligned to a whatever it takes approach to delivering on time and on budget for organisations of all sizes."

He added: "Our strategy is to be close to our customers, to understand their requirements and then to arrive at creative solutions that enhance the customer experience and in the process contribute to bottom line profitability. The NRM product offering comprises a mix of multi progressive's, both entertainment and betting platforms, handhelds, mobile app's and biometric tanning solutions all built around common software architecture. ICE London is the world's greatest gaming technology show and the ideal platform for us to showcase some exciting new product developments that will further diversify the business and place it on a sound footing in order to respond to the challenges and opportunities that lie ahead."

2019 has got off to a positive start for the business, having recently been awarded a software and technology supply agreement with the National Bingo Game Association that will see the company supply over 130 independent Bingo Clubs with a future facing platform.