

'Growth is never by mere chance; it is the result of forces working together' – J.C Penney

Family, an amazing team, second to none management, loyal customers and strong working relationships with local businesses are the forces working together to make Superite Tools Ltd what it is today.



In 2019 Superite's family grew upon acquiring Bropel Technical Welding, another local, long standing family business. Bropel was founded by John Higginson AKA 'Jack' and set up in his garage at home on station road in Pelsall in 1969.

Jacks first customer was in fact Alan Collins AKA 'Cogger', local toolmaker and founder of Superite Tools Ltd. For forty-six years the two families have been working together. From the humble beginnings of Jacks garage and Alans wooden shed, to purpose designed premises, half a mile from each other in Aldridge.

Steve Taylor, Technical Sales Manager at Superite who started aged 15, 53 years ago has known the Higginson family since 1973 and speaks very fondly of Jack, admiring how he grew his business as a pioneer of die welding and made a name for himself nationwide.

Steve remembers Jack had customers who would travel from as far as Scotland for his expertise. Most of all, Steve remembers Jack as a kind, honest, hardworking, man of his word, all traits that Steve says he has passed on to his daughter Sue. Steve recalls that Jack and Sue were the absolute best of friends as well as father and daughter and colleagues.

Sue joined Brope! as a young girl of 16, going on to run the business along with her brother, John, when Jack retired. Sue devoted 45 years to her family business and says that her customers are 'more than just customers, they're also friends'.

Martin, Alan's son and MD of Superite says 'it has been a pleasure to do business with Sue and knows she will be very much missed by everyone she dealt with at Brope!, employees and customers alike.

He expressed his gratitude for her help, honesty and introductions. Both Martin and Steve believe Sue's father Jack would be very proud of her.

Martin is also very happy to have taken on Neil Baggott who is a specialist in the field and has been with Brope! for 34 years, which is just testament to the Higginson Family.

As of The 16th of October 2019, upon Sue's well-deserved retirement, Brope! Technical Welding merged with Superite Tools and is now based in house at 3 Vigo Place Aldridge.