

New look and continuing investment at

SWANLINE

UK trade-only service provider Swanline Print's primary focus throughout its growth has been on providing value added services, which in-turn assist their customers to maximise their own margins. In terms of market positioning, it really has been a case of steadily changing an industry mindset. The rationale behind the company's recent investment strategy is very clear. Swanline aims to offer customers more choice, more capability and a greater opportunity to retain flexibility — and to be different.

A European first

The company recently confirmed that they have placed an order for one of the largest format flat bed semi automatic die-cutters. The SOL 2517, manufactured by converting specialists Nuri-BM Tech, has a maximum cutting size of 1700 x 2500mm with full auto-stripping and down stacker. The machine, which is due for delivery in July 2009, reinforces Swanline's position at the forefront of large format Point-of-Sale and litho laminated production, all on a confidential trade only basis.

Claiming a European first, Swanline's Simon Kirby said, "We viewed a SOL 2517 installation at Baird Display in North America, which strengthened our resolve to purchase this particular model. It was

AS IT LOOKS TO EXPAND ITS OFFERINGS TO THE TRADE, UK BASED SWANLINE PRINT LAUNCHES A NEW IMAGE AND CONFIRMS INVESTMENT PLANS FOR 2009.



Stockport based Altratech who brokered the deal on our behalf. Being already known to us, it was their professional advice and service that helped to secure the order."

The SOL 2517 will further extend the company's ability to offer innovative POS and packaging solutions to those customers keen to establish themselves in this growing value-added market. And Swanline's creative design team is on hand to support customers at the key constructional design stage of their projects.

Managing Director Nick Kirby added, "This equipment complements our Automatan EM laminator and gives us the ability to die-cut and strip sheets at speed. Large format die-cutting previously created a bottleneck due to the reduced speeds on our hand platen machines. Nevertheless, we shall be retaining this equipment to underpin service levels for the future."

New look image

The company is now benefitting from its rebranding programme. This has included a new style logo and cutting edge website and follows recent significant investment, coupled with rewarding increases in sales during 2008. "We felt that our public image should more positively reflect our continuing progress and success," said Nick Kirby. "And revitalising our brand has given us the opportunity to look critically at our service offering and how we are perceived by the industry. We enjoy an excellent reputation for innovation and quality and it was important that we captured the nature of Swanline. I believe

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we have greatly enhanced a recognisable brand that our team is very proud of, and one with which our customers readily identify."

Other services

Beyond high levels of investment, another example of Swanline's innovation is through the ongoing development of parallel services. For instance, Swanline offer a constructional design service as a means to broaden their clients ability to exploit further opportunities and expand into additional markets.

Nick Kirby continues, "All of our strategy, whether in manufacturing or design, has been centred on looking at what is done now and how we can do it differently. We have focused on identifying areas where we can provide an advantage over somebody else, and we aim to react very quickly. Our quest to find niche areas is well known. We try to challenge where appropriate the industry norm and provide other options."

Nick Kirby concludes, "Our overall growth strategy is reliant on our abilities to see potential and develop a market. We purchased the Automatan large format litho laminator without a single order and we were up to three days of production in a matter of weeks. This is testimony to our customers enthusiasm for new ideas that protect and enhance their position in the market."

