


Investment is part of plans for expansion

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STONE manufacturer Swanline Print is investing £300,000 in new machinery.

The company, which supplies trade clients with printed packaging and point of sale displays, is aiming to grow turnover by £1 million a year after investing in the new machinery, as well as extra space at its Whitebridge Park headquarters.

Managing director Nick Kirby said: "We've just bought another 15,000 sq ft unit on the same estate, and we'll be moving the screen printing and display side of the business there, which releases the original unit for packaging manufacturing.

"In July we'll be taking delivery of the world's largest automatic flat bed die cutter, which is a £300,000 investment."

Mr Kirby said that since 2001, when he and his fellow directors bought the company, turnover has grown from £350,000 to around £5.5 million. It currently employs 50 people and is in the process of recruiting one more member of staff.

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He added: "That expansion is still taking place – sales are up 10 per cent so far this year.

"We're aiming to grow turnover by two to three million over the next couple of years. With the facilities we've got I think we could do that quite comfortably.

"The key thing is to maintain the service levels. There has to be a point where we say we're not going to take any more on because the service level would suffer.

"I'd hope to be able to build turnover by about £1 million per annum. We've invested in order to be able to do that, now we just need to get the sales."