

# Potts – A new chapter in print

**ONE of the region's most dynamic printing, packaging and direct mail companies was re-launched in November with a new trading name, a refreshed corporate identity and website.**

On November 1, Potts Printers Ltd became Potts Print (UK) Ltd. This change is an integral part of a long-term strategy to enhance the company profile nationally and to support on-going business development plans.

Potts Print (UK) has 140 staff focused on driving the company forward with record sales in 2010 and a recently announced exciting ten year growth plan which is leading to new job opportunities.

### CLIENT BASE

The company's continued commitment to innovation, quality assurance and best value print solutions has attracted well-known national and international clients including blue chip corporates, NHS trusts, creative agencies, local government, high street retailers and universities.

Potts Print (UK) chief executive Michael Sandford-Couch said: "Our clients expect and deserve the best possible service at all times. They stay with us because we work around the clock to deliver outstanding products and innovative solutions."

"This is a well-established business which knows its strengths and builds on them. We have invested in the most technologically advanced equipment to keep us at the forefront of the printing industry. We now have a fantastic range of resources that can benefit clients, however challenging the brief."

### GROWTH

Potts Print (UK) has doubled both in its turnover and factory space in the last four years. It expects sales revenue to have increased in 2010 by more than 25% to £12m with the headquarters, press hall and logistics centre occupying over 100,000 sq ft at Nelson Park, Cramlington.

Potts has three operational divisions – printing, packaging and direct mail – which can plan, manage and produce an extensive range of printed materials using the latest lithographic and digital equipment.

The company has invested more than £1m in capital equipment in 2010 and plans an additional spend of £1.5m in 2011.

### TWENTY FIVE MILLION

The directors' ten-year business development plan aims to achieve a hundredfold growth on the 1985 turnover of £250,000, the year Michael Sandford-Couch began his career at Potts.



Potts Print (UK) chief executive Michael Sandford-Couch

### DIRECTORS

Potts Print (UK) has a highly motivated board of directors, with an average age of 40. Five are new to the role, promoted from within the company to strengthen areas of expertise at director level. The executive board members are Michael Sandford-Couch, Shaun Johnson, Mark Devine, John Conway and Dan Tobin. The newly appointed operational board members are Carla Reeves, Steph Tobin, Tony Mullarkey, Brian Watson and Ian White. The company has also built a successful 22-strong business development team led by five managers, Hayley Grant, Jonathan Clark, Rob Curtis, Ian Bensley and Dave Clasper.

Michael is the second generation of his family to lead Potts. His father Stuart Couch joined the company as an apprentice compositor in 1950, eventually buying the company from the Potts family and becoming managing director in 1975. Stuart retired as chairman in 1995 after 45 years at Potts. Michael and Stuart share the same dedication to the company, staff, clients, products and services.

### TRAINING

Michael believes that his employees' passion for their work underpins the company's success. A firm believer in work-based training, Michael is proud of staff who have climbed the career ladder, such as Carla Reeves who began as a receptionist and is now corporate services and HR director, or Steph Tobin who began as an estimator and is now finance director and about to complete her CIMA management accountancy qualification.



TEAM PLAYERS From left, Carla Reeves, Steph Tobin, Ian White, Brian Watson and Tony Mullarkey joined the board of Potts Print (UK) on November 1

Michael said: "We have grown from being a local printing company to a highly professional nationwide provider of the highest quality printing, packaging and direct mail.

Our directors and business development team are constantly driving the business forward, attracting new clients and maintaining the loyalty of existing ones, large and small."

### GREEN

Potts is equally committed to high environmental standards through an eco-friendly capital investment programme. It is an accredited member of the Forestry Stewardship Council and the Programme for the Endorsement of Forest Continuation.

It has also passed ISO 14001 environmental management system to ensure its printed products include recycled content and come from sustainable sources.

### SUCCESS

Potts' energy, expertise and dedication have seen momentum and profits continue to grow throughout a long economic downturn. Michael Sandford-Couch believes Potts Print (UK) has all the elements in place to drive further success. He said: "We believe that our continuing investment in people, training and equipment gives us a competitive advantage which will stand us in good stead for the foreseeable future."

## TESTIMONIALS

"We were impressed by Potts' continuing investment in modern, prepress, finishing and logistics facilities; by their understanding of our business; by their innovative storage; pick-and-pack solutions; and by their competitive pricing. They have the technology, skills and experience to meet all of our print requirements and of course, we were very impressed with the quality of their work and customer service."

David Hume  
Purchasing & Supplies Manager  
Newcastle upon Tyne Hospitals  
NHS Foundation Trust

"Having placed print for 20 years it has been refreshing to work with the team at Potts. Reliability, quality, flexibility and a complete customer focus are the norm."

Phil Mabon  
Creative Services Manager  
Floramedia

"Working in partnership with Potts has delivered fantastic quality at very competitive prices. Not only do they 'deliver', but they provide value added services which come with a customer focus."

Dave Edwards  
Procurement Manager  
East Coast



PRINTING • PACKAGING • DIRECT MAIL

- Find out how Potts Print (UK) can help your business:
- For printing enquiries contact: Mark Devine (markd@potts.co.uk)
- For packaging enquiries contact: John Conway (johnc@potts.co.uk)
- For digital & direct mail enquiries contact: Dan Tobin (dant@potts.co.uk)
- If you would like to be included in our mailing list and receive a Potts Print (UK) information pack, please contact mailinglist@potts.co.uk