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FIRING ON ALL CYLINDERS

THE jigsaw making up Windles Group's shiny new headquarters is now complete as the missing piece has been put in place in the shape of our famous creative cold foil press. The machine developed by founder and MD Bruce Podmore is back up and running after the planned three-week downtime while it was taken to bits, completely overhauled and rebuilt to take pride of place in the new building. The move has gone like clockwork and within the expected timescale although the execution was stressful and hair raising at times, particularly for Bruce but everyone has settled in well – and it's business as usual!

Windles Group, the greetings card printers and manufacturers for all publishers, both large and small, are now firing on all litho and digital cylinders in leafy Oxfordshire, just two miles down the road from our old Buckinghamshire home.

With plenty of space for further development to take the company forward over the coming decades, the caring and professional team are looking forward to showing everyone around. Being in a bespoke building constructed to minimise its impact on the environment, our focus is now on exploring additional opportunities to optimise recycling throughout all areas of the business. We're heading towards a zero waste policy with the goal of leading the print industry in this area. Other working practices introduced at Windles Group have seen the entire team recognising and engaging with two major focal points – Right First Time is a simple drive that's common sense but a powerful strapline, and the Circle Of Learning involves the often underrated notion of knowledge sharing throughout each and every department. The new working environment including hot offices, quiet space and functional comfortable meeting rooms all enhance the customer experience. Thinking is refreshed, attitudes are positive and, coupled with increased workflow efficiencies, faster stock turnarounds are already evident.

With all machines for our special processes now in situ, the Windles Group one-stop print solution is well and truly up and running for all greetings cards, point of sale materials, giftwrap, boxes, packaging, stickers and many other requirements. Cold foil, holographic varnish, deep texture varnish, Colourise, RetroPress, hot foil, embossing, die cutting, flittering and packing – all the processes are housed together.

Remaining local, our sought-after rural location makes a visit to Windles Group all the more rewarding – we have had a change of neighbours however, losing the sheep as we move from ovine to bovine, with cows now gracefully grazing in the field next door!

In our MuchMore Studio, headed up by the lovely Ian Kear-Bertie, they have been very busy since moving into our new home. Aside from supporting and helping with design of greetings cards and websites, Ian has overseen projects designing signage, wall graphics, furniture made up of old pallets, and the engineering construction of the land art sculpture soon to be erected. Innovation and creativity are the watchwords at Windles where we pioneered the creative cold foil process and are busy investigating new boards and applications for it such as lick coatings, pearls, blacks – fancy trying something different? Give us a call!

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