



WINDLESGROUP

BUILDING
FOR OUR
FUTURE

Over the past six months, Windles have undergone a complete transformation. We have moved to a more functional factory which has improved workflow and enabled increased capacity which, with the onslaught of Christmas season and the launching of new products, we will be much better geared to meet our customers' demands. Much of this is thanks to two wonderful chaps who've been instrumental in many of the big new things happening at Windles – these are changes for the better with the implementation of super-slick procedures and sonic systems. Watch this space!



Working together: Andrea Norcott - Sales Director, Brendon Ford - IT Manager and Andrew Burton - Commercial Manager have helped drive the Windles Group in to new markets, advanced technology and create a strong customer support team.

Andrew Burton came on board as Commercial Manager last year, and Brendon Ford is our buzzing IT Manager, and they have not only been hands on throughout the transfer of people, machines and servers from our old site to our swish new factory, but also working wonders with improved systems for administration and general business strategy. Working closely with Andrea Norcott, our Sales Director whose goal is simply to deliver excellence, the energy and passion Andrew has brought with him, coupled with his

many years of corporate experience, has already proven to be an asset for the forward-thinking, fun and innovative greetings card producer. Excitingly, Andrew has recently secured our membership for the BPIF (British Printing Industries' Federation) as we recognise how we can strengthen ourselves as a printing and manufacturing plant from not only increasing our visibility but also enabling us to draw on their knowledge and experience.

This collaboration of ideas and solutions is especially inspiring as we want to continuously improve and offer more and better processes to our customers. In conjunction with the BPIF, Aylesbury College and Positive Outcomes, who are apprenticeship providers, we are now beginning our journey into the future, engaging in schemes to bring in more fresh, young and energetic blood. It's absolutely brilliant that apprenticeships are becoming a popular option for youngsters again – aside from the importance of us having apprentices in our team, it's rewarding to know that we're able to recruit locally and make a difference to the lives of those youngsters we take on. We have positions open for a further five placements in our factory and offices where we will support work-based learning providing a perfect work environment for education too.

Windles Group have always prided ourselves on sharing of knowledge to help where we can. Whether that be a new process that has turned a designer's dream into a reality, or a local business partner or customer wanting to know more about the internal green initiatives we run so they can implement such simple and impressive solutions to minimise their impact on

the environment. Helping young people succeed and learn while at work is exactly what we enjoy doing. Keeping to our roots as a family business, the vision has always been to grow – but respectfully and sensibly. Andrew has recognised the sense of care we have for our customers, one another, what we do, and our industry, and has been mindful of this while introducing clever new ways of working.

As part of our drive to exceed clients' expectations, we have implemented better reporting from customer visits, higher quality feedback and improved information sharing within the team. Accountability to one another and customer knowledge are key to our service offering. Telephone traffic is monitored to improve response times, ensuring staffing cover is in place for peak call periods, and auto-attendant has been implemented to direct calls to the right people more quickly. New fast track order processing is under development and team workloads are reviewed twice daily to ensure all customers' work is constantly evaluated. Our goal is provide an enhanced customer experience so that all orders are processed quickly and efficiently.

And with Andrea, Andrew's and Brendon's expertise and commitment to getting it right, the difference is being felt. Despite the future of greetings cards being tirelessly debated these past two decades, we are confident in our customers, our industry and ourselves to deliver the ever-evolving, newest and quirkiest products that people want to buy.

Windles Group are delighted that publishers are becoming increasingly more passionate about British manufacturing, and bringing production back home which is exactly why we are investing all this time and effort so we're ready for you.

Windles Group
Peoples House
Cotmore Wells Road
Thame OX9 3EU

01844 201 683
hello@windles.co.uk
www.windlesgroup.co.uk

