

partnership

succeeding through innovation

Case Study: Flexpress Ltd. and
De Montfort University

"The project has clearly demonstrated that commitment, coupled with the right knowledge, can give you a distinct advantage. The project has been a resounding success."

Steve Wenlock, Managing Director

Background

Leicester based Flexpress Ltd. offers a range of high quality printing, copying and graphic design related products and services for businesses, including; website development, personalisation, direct marketing and artwork generation. The majority of business came from providing subcontracted services to other printers, and therefore scope for sustainable business growth was limited.

Objective

The aim of the KTP was to develop and implement business strategies to enable the company to grow.

Company benefits

Flexpress Ltd. has been successfully re-branded and repositioned into more profitable market segments of the printing industry.

A new business model has been developed and implemented.

Moving the company away from price driven commodity-based printing towards higher value-added work has **doubled profit margins**.

Annual turnover continues to grow at 14%, seven times the average for the industry. Flexpress Ltd. have achieved **£1million/year turnover** in 3 years, two years ahead of schedule.

Associate benefits

Lucy Ayers has:

- Enhanced management, marketing and scheduling skills
- Achieved a Postgraduate Diploma in Marketing
- Achieved NVQ Level four in Management
- Working towards an MSc in Strategic Marketing

Lucy joined the Knowledge Transfer team at De Montfort University as Knowledge Transfer Officer and is now progressing her career at Birmingham City University.



Steve Wenlock

Lucy Ayers

"Working in an SME at management level has given me an insight into the complexities of strategic decision making and experience in all aspects of the business including finance, marketing and management". **Lucy Ayers, KTP Associate**

University benefits

Working with Flexpress Ltd. enabled academics to gain substantial practical insights into identification of process bottlenecks, and to test out relevant process development concepts, delivering a vital tool for those attempting to develop new business models.

The strong relationship with Flexpress has resulted in two in-Company MBA projects, two undergraduate projects contributing to cross-faculty opportunities, and several guest lectures by the Managing Director and the Associate. Practical industry-based teaching material has been developed on Customer Relationship Management (CRM) strategies and scheduling systems.

Partnership outcomes

Steve Wenlock, MD, continues his relationship with DMU and is further involved with the judging of university academic programmes. This is of substantial value to DMU students, and helps provide DMU students with the vital real world perspectives of Enterprise. Academic staff will also continue to observe the company's automated CRM system online, as this will contribute to future research.

Get in touch

For more information about how we can help your business, call (0116) 257 7028 and speak to a member of the Knowledge Transfer Team. Alternatively visit dmu.ac.uk/ktp

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