



Designing Demand | Case Study | Craufurd Technology

## Company steels itself for expansion

### Background

Set up in 1949 by three sheet metal workers demobbed after World War II, Craufurd Technology's first contract was to supply pipework and ducting to the construction industry. In the intervening years it has expanded and diversified – in particular, into architectural and structural secondary steel, specialising in stainless steel fabrications.

### The challenge

To re-position the company in a bid to attract more high-quality, high-margin architectural steel fabrication projects from architects, developers, local authority town planners and sculptors.

### The response

The company's corporate identity, brochures, website and signage have been re-designed and the project has also incorporated the design of an on-site showroom and new entrance to the premises.

### The outcome

Turnover is anticipated to increase by £1 million on the back of new high-quality architectural sales. The company, which also aims to increase the workforce from 40 to 60 by the end of 2009 – as well as double its factory space – has recently secured a £1.25 million contract with a US company.

“ We are very pleased with the resources made available which forced us to stand back and look at where we want to be and to make time to do what is necessary for us to get there. ”

### 'We are delighted with the results'

The most successful companies are those that recognise – and respond to – the need to evolve to meet a changing marketplace. Which is why, since its first contract in 1949 to supply pipework and ducting to the construction industry, Craufurd Technology has extended its skills base to cover specialist fabrications and secondary steelwork and, more recently, metal sculptures and architectural metalwork. The company's success is reflected in a client base that includes Skanska, McCanns, Mars, Miller Homes, Royal Mail, Nestle and Redrow Homes.

Making full use of the business support services accessed through Business Link, Slough-based Craufurd has worked with the Manufacturing Advisory Service and is currently liaising with Finance South East to help develop its forward strategy and raise finance to invest in growth and succession.

With extensive experience in developing and producing artistic metal structures, the company is keen to grow this side of the business. So earlier this year, after hearing about Designing Demand, a programme developed by the Design Council, funded by SEEDA and delivered by Business Link, Craufurd chairman David Davies signed up to get practical support in devising and implementing a corporate identity design project.

"We are increasingly commissioned by architects and sculptural designers to create metal structures as well as specialist balustrades and staircases," he said. "Our work can be seen in company foyers, ships' atriums, shopping malls and public areas. We realised that it would make commercial sense to re-position the company to attract more of this type of work."

Business Link appointed James Duguid as design associate for the project. His input as mentor and adviser included introducing the Craufurd management team to a number of designers, from which they chose John Gray at Newbury-based M4 Design. His re-vamp of the corporate identity and marketing materials has given Craufurd a contemporary, cutting-edge distinctiveness that complements its service offer.

He said: "Helping a long-established company update their appearance for today's marketplace is always an exciting challenge. Craufurd report that their new image is paying dividends; customers are taking them more seriously and they are winning important contracts."

David Davies said the project had compelled them to address major business issues. "We are very pleased with the

resources made available which forced us to stand back and look at where we want to be and to make time to do what is necessary for us to get there," he said. "The designers came up with lots of ideas and we are delighted with the results."

Craufurd aims to increase turnover by £1 million on the back of its high-quality architectural sales and an important part of getting the new sales drive into gear was updating the corporate identity to reflect the quality of the products.

Increasing success, such as a recent contract worth £1.25 million from a US company, is boosting recruitment, too. Currently employing 40 people, the company anticipates growing the workforce to around 60 by the end of 2009, and also to double its factory space.

Jackie Walker, regional programme manager for Designing Demand at Business Link in the South East, is delighted by the outcome of the project. She said: "Craufurd backed this project wholeheartedly right from the start, recognising that excellence in the way they presented themselves to potential new business will be the key to success."



For more information about the Designing Demand programme contact [design@businesslinkse.co.uk](mailto:design@businesslinkse.co.uk) or visit [www.designingdemand.org.uk](http://www.designingdemand.org.uk)

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