

## Winning ticket

### Cornwall has come up trumps for information delivery and speciality printing company Stralfors

#### Overview

Every week, millions of ordinary people across the UK buy a certain product made by Stralfors. The vast majority of them of them are disappointed by their purchases. But a few of them, it's fair to say, are made very happy indeed. That's because every one of the 35 million National Lottery playslips sold in the UK each month is printed at Stralfors' high-tech factory in Redruth.

The company is part of the Swedish-owned Stralfors Group, which has operations in 11 countries worldwide. Drawing on modern logistics and advanced information technology, the group has developed from its traditional base in the print industry into one of Europe's leading data transfer specialists.

It began manufacturing in the UK in 1987 after taking over Falmouth-based printing firm Roffs Print. Since then, Stralfors plc has widened its focus from bulk printing of forms and business stationery to provision of a wide range of electronic and print-based information solutions. The company has won long-term contracts with many major clients in the public and private sectors, and over the past few years its turnover has climbed to over £20 million.

By 2002 Stralfors had clearly outgrown its premises in Falmouth. But it certainly didn't want to leave Cornwall, where it had built up a loyal and highly skilled workforce. With the help of funds from Cornwall's Objective One programme, it was able to move into a purpose-built 75,000 sq ft factory, boosting its digital printing capacity by 300% and enhancing the services that it offers to clients.

#### Workforce

Stralfors employs 130 people at its Redruth headquarters. Managing Director Mike Murphy says: "The quality of the workforce is one of the best things about being based in Cornwall. These days we're more and more a knowledge-based company, so we invest a lot in training - both in-company and at local colleges. The loyalty and dedication of our staff make these costs that much more worthwhile."

#### Clients

Public sector clients include NHS trusts, DVLA, the Prison Service, and the National Blood Service. In the private sector, Stralfors sells products and services to HSBC, Lloyds TSB, Next, John Lewis, Centrica, Scottish Power, Camelot, Tote.

#### Technology

Marketing Manager Mike Sullivan says: "Around 85 per cent As well as traditional paper-based printing, Stralfors produces, packages and distributes a huge range of personalised direct marketing materials and security-coded products, using sophisticated logistics and manufacturing

technologies. Its new plant at Redruth features state-of-the-art Océ digital printing lines and enveloping machinery, with automated systems to handle stock control and purchasing. "Information technology is right at the core of our business," says Mike Murphy, "so it's very positive for us that there are now so many first-class IT professionals based down here in Cornwall."

#### Support

Stralfors' new premises in Redruth are part of a £6.5 million development that was carried out with the help of a grant worth nearly £2.3 million from the EU's Objective One funds. So far, this is the biggest private-sector project in Cornwall to be funded in this way.