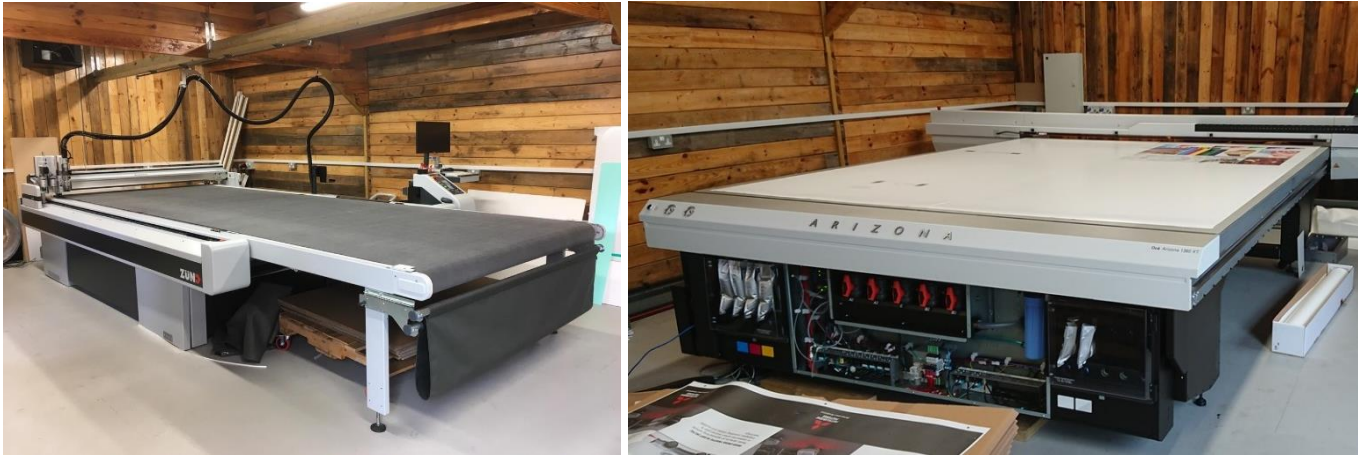


Cotswolds LEADER Case Study – The Cotswold Printing Co Ltd

Established in 2003, Cotswold Printing Co Ltd has grown from a traditional signwriting business into one of Gloucestershire's most diverse printing companies. Over the years, Cotswold Printing continuously invested in new equipment to keep up with the growing print business demand and expand their offering. Eventually, they found a market sector they excelled at and have been marketing their products and services to the automotive sector ever since.

Their product range, however, was limited to square cut shapes and straight line cuts with the majority of cutting processes completed by hand. In order to grow their product range significantly and become a company that reacts quickly and can provide a wide range of Point of Sale marketing materials, they once again needed to invest in additional printing and finishing equipment.



Both Photos Credit Cotswold Printing Co Ltd

In February 2019, a Cotswolds LEADER grant was awarded to Cotswold Printing towards a large scale printer, cutter and laminator enabling the business to vastly increase their production capacity and range of products. The three items of equipment work as one production system and complement the existing printing equipment. The printer can print directly to a wide range of rigid materials, the laminator can cover the print in a thin film for durability and the cutting system can cut the printed media to the required sizes and shapes.

Plastic free materials are a fast-growing area and direct to board printing allows Cotswold Printing to offer cardboard and paper-based materials, which can then be easily recycled at end of life. It is felt that this area will have a huge growth in market share as companies look at ways to reduce their plastic usage and the impact they have on the environment.

The project has already created four full-time and three part-time positions, partly taking on employees from another local printing company which ceased trading. Overall, the investment is expected to create 13 jobs. Job titles include websales manager, production manager and account manager.



Andy Parsons, Chief Executive of the Cotswolds Conservation Board: *“The LEADER grant allowed the business to invest in a large scale printer, cutter and laminator. With this equipment, a new range of products can be produced quickly and efficiently. Cotswold Printing has won new customers and the business is expanding, which has facilitated the creation of several new jobs. The project is located outside of the Cotswolds AONB, demonstrating the impact of our work beyond the AONB boundary. Thriving businesses goes hand in hand with thriving communities, something which we are very keen to support.”*

For more information on The Cotswold Printing Co Ltd visit: www.cotswoldprinting.co



Cotswolds
LEADER
Programme

**The European Agricultural Fund for Rural
Development:
Europe investing in rural areas**