

by Monica Giddins

Lancashire printer b&d Print have moved away from rubber and petroleum based inks in favour of an organic-based pigment ink. Now this may make you applaud the company for its up-to-date attitude, but they made this decision in 1982, a long time before the words 'green' and 'organic' had become fashionable.

The reason they made the change, despite the then new 'inks' being more expensive, was they offered a more consistent colour reproduction and involved fewer chemicals.

So 27 years ago b&d was already ahead of its time.

The same year the company also gradually introduced a no smoking policy and rewarded employees who stopped smoking, once again setting the standards that have been adopted across society as a whole.

When you look at the history of this Lancashire printer it has consistently taken a position that has been in later years widely accepted, not just by the printing industry but by the way we live our lives.

In the late 1980s b&d took the decision to move into digital printing, it also took delivery of what was then called an Apple Mackintosh, one of the very first in the region.

The Mac and colour printer alone was an investment in excess of £10,000. So

The big green printing machine invests in the future

what prompted this huge investment at a time when interest rates were running at more than 12% and unemployment stood in excess of 1.5 million?

The answer is consistent with the business philosophy; digital print reduced waste, used fewer chemicals, and consumed less energy than conventional print. The Mac was the cleanest most efficient technology the industry had seen in its history.

Ever since its inception, more than 30 years ago, b&d Print have been successfully serving the business community, not just locally, but as far afield as Europe and even on occasion North America.

This begs the question, having survived many difficult trading periods growing year on year and investing constantly in new technology how do they do it?

Maybe it is the willingness to change that has been the secret of its success. Recently the company recognised the need for a broader approach to its strategic planning and with that in mind added five new directors to the board.

They found all of the required talent

within the company, a tribute to the way they nurture and improve their staff and a confirmation of the belief in the 'b&d way'.

Between them the new board members bring more than 100 years of experience in serving the company's clients.

So what has this new board done with b&d's award-winning reputation?

This week they took delivery of a new digital five-colour Nexpress with high glossing unit from their close business partners Kodak.

February sees the installation of their new five-colour 75 XL, from another business partner of many years, Heidelberg.

When you combine that with December's installation of Kodak's Magnus Quantum CTP imagesetter, you can see why they have been at the forefront of this industry for so long.

You may think that those three investments in ground breaking technology would be enough?

However the new board that are privileged to guide b&d decided that you, the business community, needed more.

With that in mind they have further invested in efficient communication technology.

Once again you may think that b&d have done enough, however they thought that you and the world at large deserved more from them, so they drove forward an accreditation from the Forestry Service Commission.

The FSC logo is your reassurance that b&d has a responsible approach to renewable sustained forestry.

With the upgrade of the company's workflow there has been an immediate

reduction in paper proofs, more and more clients are using Insite, the secure web-based proof approval portal.

With the recent FSC accreditation this amazing success story that is b&d has cemented its already-earned, rite of passage into the 'green' community.

Using only sustainable paper materials, conserving energy, reducing waste, employing – wherever – natural solutions, b&d are, as always, considering the way forward.

The board are currently looking at making use of some spare land at their Leyland site, and want to place wind

turbines that will put energy directly into the National Grid.

Is this company altruistic?

Or just very well run?

They make profit year on year and take pleasure in delighting their clients, something obvious in any dealings you have with them. I will leave the last word to one of their business partners Kodak.

"b&d is one of the most forward thinking companies I have ever dealt with. They have a clear and honest desire for continuous improvement. They never let up, and they push you to provide the best available technology, and then the business as a whole adopts it as theirs. They have loads of people that have been with the company for well over ten years and quite a lot for more than 20 which is a great tribute to the company. In their board they have some of the industry's clearest thinkers who have, over the years, pushed at the boundaries of technology. Having said all of that, they are all very straightforward people that make you feel very welcome. They do business in an honourable way with a smile on their face which is wonderful."

John Morley
Sales Manager
Kodak UK

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