

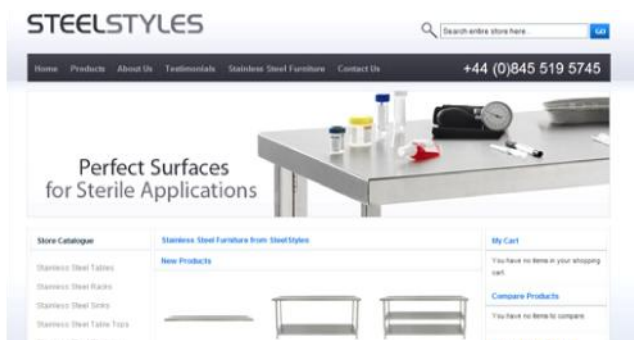
## PRESS RELEASE

# STEELSTYLES

**Steelstyles Ltd** manufactures stainless steel work surfaces and storage systems at their facility in Derby.

The parent Company required to increase turnover but were constrained by a flat market in its traditional sectors. Legacy routes-to-market arrangements through distribution channels also carried a high cost-of-sales burden.

MAS-em offered to part-fund a marketing survey conducted by Alman Consulting [www.almanconsulting.co.uk](http://www.almanconsulting.co.uk) and Vision (SME) [www.SME-help.biz](http://www.SME-help.biz). This revealed that a substantial new sector existed, requiring the same product but rebranded and offered as an online select-and-purchase range of equipment. The sector was dominated by three major suppliers who had strong search-engine-optimised website presences.



A second MAS-EM shared funding project supported the creation of Steelstyles Ltd using management consultants Alman Consulting and Vision (SME) as project managers. They worked with the Parent Group's senior executives, selecting critical suppliers and driving the project through to completion against tight deadlines. Steelstyles Ltd was registered and a brand new SEO e-commerce website

[www.steelstyles.co.uk](http://www.steelstyles.co.uk) was developed using 1PCS Ltd, a specialist design house in the East Midlands. The new company required a front end virtual office and selected Star Virtual Office also an East Midlands business, to handle incoming enquiries and feed these to a commercial assistant dedicated to this sector.

Using Northampton based The Graduate Ltd, a high calibre commercial assistant was recruited and Steelstyles have now chosen to fund this person through an undergraduate management training course, as a long term investment within the project.

Gary Rose, Managing Director of Steelstyles Ltd says "The new company is now trading on-line, bringing in valuable new business at competitive gross margins which is supporting the existing overheads of its manufacturing parent."

"We are very pleased with the support of MAS-EM and with the project management from Alman Consulting and Vision (SME) who have delivered the timely creation of this exciting new business. We anticipate securing an increasing share of the new market sectors at attractive gross margins and supporting our parent manufacturing business in the East Midlands"

**The Steelstyles project, supporting a local manufacturer, is a Manufacturing Advisory Service-East Midlands (MAS-EM) shared funding activity, delivered through MCCR & Associates [www.mccrassociates.biz](http://www.mccrassociates.biz) , an accredited deliverer.**