



Case Study:

Bluseal Limited

Manufacturer of insulated doors for the construction of food industry premises

"I'd advise others to seek advice from manufacturing experts and the Growth Hubs prior to applying for a grant, to facilitate understanding all round to ensure application is transparent and targeted correctly."

David Spencer, Director, Bluseal Limited

Company Background

Family business Bluseal Limited was formed in February 2004 to supply insulated doors to the construction side of the food industry. Steve Spencer runs the business as Managing Director who was instrumental in building the business, his drive and passion has been responsible for the company's recent impressive growth.

Steve Spencer's father, David Spencer works in the business as a Director. David's involvement has helped to form the business by using his experience of running a construction company in the industry.

Over the years the business has expanded into door installation and in 2014 started to manufacture bespoke metal cappings, flashings and supplying fixings and silicones. The core business is growing due to their quality products and excellent customer service.

The Challenge

Bluseal's growth plans included entering the sectional door and rapid rise door market by marketing their own doors instead of supplying them through a third party. This will make them even more competitive meaning that they will be able to grow their turnover and employ more staff. Bringing more capabilities in-house has helped them to increase their manufacturing capacity and maintain customer satisfaction. Over the last few years the company has faced challenges as a result of the global supply chain issues linked to the COVID-19 pandemic.

#ElevateWorcs

Elevate Supply Chain Improvement Programme

The Supply Chain Improvement Programme, funded by the European Regional Development Fund (ERDF) was delivered by Oxford Innovation Services.

The blended-learning approach adopted by the Elevate programme means that clients benefit from both peer to peer workshops & 1:1 sessions with a specialist consultant adviser support. The latter also included a supply chain audit, where an adviser will analyse the risks the client business is exposed to.

This analysis helps form a report detailing how the business could strengthen its supply chain, increase efficiency and performance and identify key priorities for their growth strategy.

On completion of the consultancy support, clients have the option to apply for a capital or revenue grant to help implement some of the key strategies identified from the support.



Consultancy and Grant Support Outputs and Outcomes

To support with their goals, to enter a new market and maintain customer relations, the business accessed support from the Supply Chain Improvement Programme (SCIP). The programme offers support through virtual workshops with other like-minded business owners and 1:1 support from a Supply Chain expert. The programme undertook an audit of their operations, the results were placed into a report and used as a tool to highlight opportunities to optimise efficiency. The main findings of the report showed that material flow through the factory required optimisation which could be assisted by the introduction of KPIs and dashboards which would in turn, drive behavioural change.

Grant funding

After completing the consultancy support, Bluseal were also able to access grant funding which was used to purchase two duplex folding machines. Since completing the programme they have helped to create two new jobs. Ultimately Bluseal have been able to increase their capacity and productivity whilst making safety improvements to their facility.

Future plans for Bluseal Limited include investing in a larger factory due to increasing demand, this will help the business to achieve their target of a £10 million turnover.

Contact:

Bluseal Limited | www.bluseal.co.uk | 01905 750960



The Elevate programme is just one of a range of a comprehensive business support programmes offered by Worcestershire County Council for businesses at different stages of their development, from pre-starts to large established businesses.

Elevate is an exclusive offer to established SMEs with growth ambitions to take their businesses to the next level. Support is offered to support a wide range of business sectors*.

The online delivery of the support includes both group and 1:1 consultancy support including diagnostics with the ultimate aim of producing a detailed growth development plan on which to base their grant-funded project.

To find out more about how the Elevate programme can support your business in achieving its growth ambitions, please contact the Worcestershire Growth Hub via their website www.worcestershiregrowthhub.co.uk/elevate or email info@worcestershiregrowthhub.co.uk

*Eligibility criteria will apply