

## Case Study:

### The Name Label Company



Manufacturer of bespoke name labels for the school/camp and nursing/care markets

*"The Elevate programme for us has been fantastic. I think I'd go so far as to say it's the best programme I have ever been involved in. The vision from Worcestershire County Council to put together a programme like that which will undoubtedly support businesses like ours, to help them grow and continue to thrive"*

Matt Busby, Managing Director of the Name Label Company

### Company Background

Name Label Company (NLC) manufactures and distributes personalised name labels for the School/Camp & Care/ Nursing markets in the UK, Europe & North America. Labels include Iron-on, Sew-on, Stick-on & tag-on, as well as bespoke applications.

The business was registered in December 2011 and the website took its first order 16th March 2012. Early on, NLC recognised that none of their competitors focussed on the growing Care/Nursing home market so they launched a 2nd website ([www.carehomelabelco.com](http://www.carehomelabelco.com)) in 2012. As both sites gained traction NLC noted an increasing number of orders from the US. The decision was made to launch a dedicated US site with pricing in dollars, American spelling and US shipping options. The US site was launched in 2013. Following our experience of their UK websites, none of the competitors in the US specialised in Care/Nursing labels and a further nursing home label website was launched in 2015.

### The Challenge

In late 2015, there was a 'buy out' of one of the shareholders which caused some disruption to the business for several months that affected the growth trajectory of the business. In early 2017 – the websites were refreshed and introduced the latest 'Opencart' platform. Traditionally, NLC used Google & Bing Pay Per Click (PPC) to drive in business and which tends to be expensive and mainly geared to the B2C market, but over the time NLC wish to develop other channels of business including a 'Direct Channel' focussing on B2B.

### Consultancy and Grant Support Outputs and Outcomes

The business support received from the Elevate programme included close analysis of NLC's sales & production processes, identified areas that required immediate attention to maintain competitiveness and emerge strongly from the pandemic whilst growing their B2B capacity. NLC went on to apply for a match funded grant towards the cost of improvements to their website, e-commerce capability, manufacturing hardware and software to increase production capacity.

### Other Benefits

The programme provided NLC with not only consultancy support, but also networking opportunities. NLC engaged with two businesses on a commercial basis that they met through the Elevate programme, providing a wider reach of the benefits of the programme to other Worcestershire businesses.



**We caught up with Matt once he had completed the consultancy support and received his grant for him to reflect on his experience in the Elevate programme, this is what he had to say...**

### **What attracted you to the Elevate programme**

I was invited to attend a workshop aimed at people who were looking to grow their business. I was really impressed with the Elevate scheme when it was presented. We did one particular exercise on the day called in-flight checks and it raised alarm bells with some of the things I was doing and showed me a path on how I could improve my business.

### **What specialist support did you receive?**

I was really excited about the peer-to-peer learning in the boost camps. Getting together with like-minded businesses and sharing experiences and problems and come up with ideas and ways to move forward is a really good thing. Shared learning has been fantastic for my business and we have seen results from day one.

### **Once you completed the Elevate programme, how did it help your business?**

The processes we learned on Elevate we have implemented in our business and it's absolutely going to push us along. I thought we had an extremely cohesive team and communications were always happening what I did find was that we weren't communicating in an effective way and there was no accountability so what we took from the cohesive team exercises will really push us to the next level.

### **What are the next steps for your business?**

The next steps for our development is to make sure all the processes and tips and ideas that were picked up during Elevate are put in place and those we have already implemented will continue.

### **Contact:**

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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](http://www.worcestershiregrowthhub.co.uk/elevate) or email [info@worcestershiregrowthhub.co.uk](mailto:info@worcestershiregrowthhub.co.uk)**

\*Eligibility criteria will apply