

# Bright future ahead for Beacon



Some of the Beacon Graphics team: 'Our focus is very much on talking to customers about their needs, and offering the highest levels of service'

## ***It might have its roots planted firmly in the print industry, but High Wycombe-based Beacon Graphics has grown into a design and marketing services company with a broad portfolio of skills and expertise***

Across the region, its clients include the Fourfront Group, one of the UK's leading commercial interior specialists, with offices in Egham and London; Ercol Furniture in Princes Risborough and Hampshire-based Autodesk, the third largest software company in the world.

In addition, the 12-strong team boasts a range of High Street names, including L'Oreal (UK) and greetings card publisher Simon Elvin among its clients and caters for a wide spectrum of small and medium sized businesses throughout the Thames Valley and London.

Through its various agency partners, Beacon also undertakes work for some of the UK's leading supermarket, media and telecommunications brands.

**'We believe there are huge opportunities to build our business, both within the Thames Valley and further afield and as we expand, so too will our staff and that means continuing to increase the levels of knowledge and skills'**

Managing director, Jeremy Cuthbert, believes it is the company's ability to listen, respond and adapt to its customers' requirements that sees clients coming back time and again.

"Our focus is very much on talking to our customers about their needs and then giving them the highest possible level of service," he said. "Whether it's discussing the concept, design and printing of a new brochure, organising and managing a corporate event or running an online campaign, we have the ideas and

expertise to deliver."

Since Beacon relocated to its current headquarters in Loudwater, near High Wycombe, four years ago, the business has expanded considerably, bringing turnover to around £1.2 million. Over the next five years, Cuthbert has ambitious plans to grow the company further into a £3m-£5m turnover business.

The growth has come in response to meeting the needs of customers who told Beacon they were looking for something more than a straightforward print production house, they wanted to deal with a company that could go beyond the obvious, delivering a more comprehensive range of services, including "bolt on" marketing services to SME's marketing departments.

Today, its offering includes:

- Printing
- Graphic design
- Web design/e-marketing
- Direct mail
- Exhibitions
- Event management
- Branded promotional products
- Delivery and logistics handling

Cuthbert puts much of the businesses' success down to his "young, dynamic and vibrant" team, recognising that he has a winning combination of in-house

staff and the ability to call on a wider circle of tried and trusted experts who work in partnership with Beacon as more specific skills are required.

"This is very much a people business and we invest a great deal both in our staff and our relationships with clients, who know we will do everything possible to give them the right solution at the right price," he added.

Providing support to the Beacon board as a non executive director is Ross Wilson, from business consultancy experts Tenon. His appointment, says Cuthbert, has helped provide Beacon with an even stronger platform from which to strengthen and expand its level of services.

He continued: "Our relationship with our clients is at the heart of all we do. We know it's incredibly important for our clients to have trust and confidence in the people they work with, and that's why we put them firmly at the forefront of everything we do.

"We believe there are huge opportunities to build our business, both within the Thames Valley and further afield and as we expand, so too will our staff and that means continuing to increase the levels of knowledge and skills that are so important to us."

Dedicated account managers are appointed to look after each portfolio and Cuthbert does all he can to encourage businesses to get Beacon involved in their projects as early as possible.

"Our wide range of expertise means that we can not only provide a good end result, but we can also make a constructive contribution to the planning and creative processes," he said.

"By talking to us at an early stage, our teams can really buy

into the ethos of a campaign, using their knowledge to ensure maximum value for money and the best possible products are used."

There's no such thing as a "typical" client, which means Beacon can be working on the design and print of a brochure one minute or project managing every aspect of a multi-city roadshow the next.

Its online e-shop also enables clients to browse and choose promotional products - from caps to umbrellas, watches to polo shirts - all of which can then be branded with company logos.

In the print industry, where Beacon first built its reputation, the company has continued to invest in innovative techniques and the latest digital technologies, enabling it to offer top quality digital printing as an alternative to its more traditional litho print offering.

Beacon is also playing a role in helping to protect the environment, not just by offering clients cost-effective options for using recycled papers, but also by only using vegetable-based inks.

It is accredited by the Forest Stewardship Council Chain of Custody and is a planting partner of conservation charity Trees for Life. Beacon is also a member of the British Printing Industries Federation (BPIF).

### **Details:**

**Jeremy Cuthbert**  
**01628-485555**

[jeremy@beacongraphics.co.uk](mailto:jeremy@beacongraphics.co.uk)  
[www.beacongraphics.co.uk](http://www.beacongraphics.co.uk)

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