

Digital is the future for Telford Reprographics

Commercial Feature

TWENTY years is a long time in any business and diversification is key to surviving the many changes and challenges that occur.

Telford Reprographics is one company that not only embraced change but met it head on.

Initially, this family run company was set up in 1994 as a photocopying bureau, producing manuals and construction plans. It is now at the forefront of digital design and print and looks to the future with confidence and enthusiasm.

When looking for a location to establish the business, Telford was a natural choice – it was a new and exciting area and many new businesses were making it their home.

The company spent its early years at Central Park before outgrowing those premises, and now operates from its own purpose-designed premises in Hadley Park, Telford.

The company commissioned local architects Pleydell Smithyman and award winning local builders McPhillips to bring the dream alive.

The new office opened for business in 2006 and still receives many comments on the conceptual design and open-plan lay-



The purpose-designed building that's home to Telford Reprographics

out. It holds a certificate for its green credentials and all waste is recycled.

"Using local businesses was a key component to our enterprise. We believe strongly in local business to business and support many local charities and our local community," says Peter Llewellyn, managing director.

"We work with local schools and colleges, supporting students through work experience opportunities."

Employing graduate designers and highly skilled printers and finishers, the company puts the customer at the core of its development.

"Our customers are at the heart of everything we do," declares Mr Llewellyn.

"We pride ourselves on our customer service and listen to what our customers need.

"We produce quality work with fast turnaround times and will always go that extra mile to keep our customers happy. We even

operate a through-the-night service to meet our clients' deadlines.

"Our clients range from small local companies to multi-nationals and we continue to expand into new areas throughout the UK and Europe.

"Whether a client is looking for business cards, ID cards, full exhibition displays or graphic design, we offer the same level of attention to detail and personal service. We also produce calendars and wedding stationery."

Investing in the latest technology and state-of-the-art printing solutions, the company keeps its finger on the pulse of developments in the print industry and responds to new ideas and innovations to ensure the best possible end product for its clients. In addition the company has created a new website offering the option to buy on-line.

"E-commerce is the future and we have invested in this area to offer new and existing clients an alternative to our personal service, although the combination of both is always a good option," added Mr Llewellyn.

"This strategic development is synonymous with our expansion into further geographical areas of the UK.

"The past 20 years have seen many changes and no doubt the next 20 years will see many more.

"We are grateful to our loyal staff for their support and dedication and we are fully committed to meeting our client's needs in the future. Alex Llewellyn, a graduate of Media Studies from Leicester University is well placed to bring fresh and innovative ideas to the Company. The future is digital."



Peter and Alex Llewellyn with AFC Telford United boss Liam Watson and the Skrill North trophy



The reception area at Telford Repro's offices



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