

Press Release

BUSINESSES LEARN HOW TO MAKE MONEY AND REDUCE RISK WITH NEW PRODUCT DEVELOPMENT

Directors and senior managers from companies across the Midlands and East Anglia have learned how to profitably manage new product development in a series of seminars run in Northampton and Peterborough.

Technical consultancy Rotomotive (www.rotomotive.net) teamed up with marketing and public relations consultancy Smye Holland Associates (www.smye-holland.com) and Arvada Strategic Marketing (www.arvada.co.uk) to present the seminars.

More than 30 delegates from a wide range of businesses attended the events, which were run free of charge by the three consultancies.

Mike Holland of Smye Holland Associates said: "Bringing new products and services to market is essential for many companies. If they are to survive, companies must respond to changing customer demands, exploit new technology and react to new competitive threats.

"Yet the majority of new product developments fail. Companies waste huge amounts of money on developing and launching products which simply do not meet market needs and which never make money."

The seminars gave a brief introduction to a systematic 'idea-to-launch' framework in which each stage of product development – from initial concept to the launch publicity campaign – is carefully controlled. At each stage of the process, the viability of moving onto the next stage is assessed before investment is committed.

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The framework is particularly relevant to engineering and technology-based product development where there may be significant costs involved in research, design and testing. By ensuring that expenditure is focused on products with a high potential for both technical and commercial success, the number – and the cost – of new product development failures is significantly reduced.

Each seminar included presentations from Dr Nick Henwood of Rotomotive, Mike Holland of Smye Holland Associates and Mike White of Arvada Strategic Marketing.

The events were supported by the Manufacturing Foundation and people who attended received a free copy of the foundation's report 'Nurturing New Products' which normally sells for £50.

Delegates who attended made comments such as "Good, clear and concise coverage of a complex subject", "Excellent presentation and overview" and "Well structured with good content". One even described it as "the best seminar I have ever attended".

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Notes to editors:

1. Dr Nick Henwood has wide experience in general and technical management, both with his own companies and in major corporations. In 1992 he founded Matrix Polymers, which became a major pan-European supplier of plastics raw materials, specialising in servicing the fast-growing rotational moulding industry. During his time as technical director of Matrix, he spearheaded a major drive into successful new product development. In mid-2006, Nick sold his shareholding in Matrix and resigned as its managing director and technical director. He now operates independently as a researcher, consultant and educator, through his new company, Rotomotive Limited (www.rotomotive.net).

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2. Smye Holland Associates (www.smye-holland.com) is a marketing and public relations consultancy specialising in helping clients in the engineering, technology, environment and waste management sectors.
3. Mike Holland has a degree in engineering and a post-graduate diploma in marketing. He is a chartered marketer, a Fellow of the Chartered Institute of Marketing and a Member of the Chartered Institute of Public Relations.
4. Arvada Strategic Marketing Limited (www.arvada.co.uk) is a West Midlands based marketing consultancy providing practical tailored marketing solutions. It transfers knowledge and skills by working with its clients and adopting a 'How To - Can Do' philosophy. The company was established in March 1999 and has completed a wide range of local, national and international marketing projects for a number of companies and organisations (of various sizes) in both the public and private sectors. It specialises in the business-to-business sector.
5. Mike White is a chartered marketer and qualified engineer with more than 25 years UK and international experience in all areas of the marketing mix, the introduction of successful sales and marketing strategies, market research, new product development and key account management. Before establishing Arvada, Mike worked with Lucas Industries, IMI plc and Wm Canning plc, holding several senior management positions including product marketing director responsible for new product development of global products for a manufacturing division with operations in Switzerland, UK and USA.
6. The Manufacturing Foundation (www.manufacturingfoundation.org.uk) is a not-for-profit think tank that researches into manufacturing issues and provides policy advice to regional and national government.
7. People attending one of the seminars will receive a free copy of the report 'Nurturing New Products' published by The Manufacturing Foundation with support from the British Chambers of Commerce and the Manufacturing Advisory Service. The normal price of the report is £50. Details of the report are available at http://www.manufacturingfoundation.org.uk/documentarticle.asp?slevel=0z4z57&parent_id=57&renleewtsapf=1176.

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