



Helping You Build
Your Business

Empowering You To
Manage & Grow

Case Study

BEC, the Broiler Equipment Company, part of Osprey Limited, a plastic injection moulding company based in Scarborough, have recently gained significant benefits from working with Integrissolutions. BEC specialise in the manufacture and supply of plastic feeding and drinking equipment to the Poultry, Game Bird and Egg Production industries both at home and abroad.

Services, provided by Integrissolutions to BEC to date include:

- The provision of top quality, hi-resolution photography of their entire product range
- The creation and publication of CDs containing hi-res images of all products for distribution to their resellers
- The design and construction of a new website to provide all relevant information to new and existing clients
- The re-design and production of the BEC corporate logo for inclusion in all internal and external stationery
- The design and production of a new double sided A3, (folded to A4) full colour glossy brochure
- The design and provision of a new 6 drop, pop-up exhibition stand with appropriate accessories

When deciding on these products and services; cost, efficiency and quality were the three most important factors. BEC were looking to enhance customer interest in their product range and to present a much more professional, high quality image.

"By working with Integrissolutions, all of our objectives have been achieved", commented Lindsey McKenzie, General Manager, "The work was produced to an extremely high standard resulting in our customers commenting on the more professional image that we are presenting and the high quality of our literature".

"The work done has saved us time and effort, and should lead to an increase in profits, as new customers are attracted by the clearer design of our catalogues and website".

"I was particularly impressed by the high quality products and services together with the professional approach provided by Integrissolutions, also the friendly and understanding service we received. Their pre-sales approach was excellent and every effort was made to understand our marketplace, our customers and our business to ensure that the end product was viable.

We were made very comfortable by the use of good, jargon-free communication and were very impressed by the fact that every deadline was met and to the highest possible standard. Integrissolutions have also provided excellent value for money and helped us to attract new customers giving us an excellent return on investment." Lindsey summarises; "Integrissolutions are professional, friendly, cost-effective and understanding and all services are of an extremely high standard".

Additional work is now being done to re-launch the BEC off-shore fishing equipment range and later to add an on-line shop to enable both resellers and end users to purchase the full product range on-line.

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