



Glasdon Focus On
Generating New Ideas at

MANOR BAKERIES

Problem Identified

Manor Bakeries Ltd, Eastleigh, Hampshire wanted to involve all staff, including office based and production workers, in the generation of new ideas. They required an eye-catching, robust, lockable container for collecting ideas. The unit had to be suitable for use in numerous locations including the production floor, canteens and office environments. They had previously used other forms of collection but found them unsuitable for repeated use.

Solution

Following discussion with Glasdon, Manor Bakeries chose the Envoy™ paper bank container because of its bright professional look, whilst being attractive, durable and robust. Envoy fits neatly against walls or other structures taking up minimal space and is the perfect size for siting in corridors, canteens and offices. Glasdon Envoy containers are available in two heights, standard (860mm) and desk height (730mm). It was agreed that the standard height container would be the ideal solution for use around Manor Bakeries. Red Envoy paper banks were chosen to carry Manor Bakeries' yellow "Bright Ideas" logo for an attractive and cheery appearance. Glasdon provided the one-stop solution, by producing artwork and personalising the Envoy units for this specific purpose.



Resulting Benefits

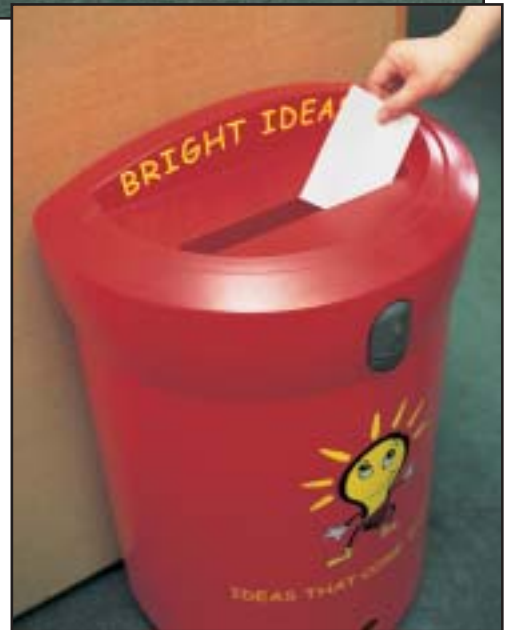
Manor Bakeries purchased a quantity of Envoy paper banks for use around their site. They are extremely pleased with the product and have found them to be hard wearing and durable. The units are bright and colourful and are instantly identifiable for their purpose. Since their introduction the Envoy units have been actively used by staff with a marked increase in new ideas generated.

What the customer says



“ Glasdon provided a high impact, cost-effective solution by incorporating our “Bright Ideas” logo on to their durable Envoy containers. The units are visually appealing and have very successfully encouraged staff to submit their new ideas. ”

Heather Callum, Innovation Manager, Manor Bakeries.



Glasdon

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We are grateful to Manor Bakeries for the kind help given in the production of this case study.



The wood fibre used in the manufacture of this paper is from sustainable forests. This paper is fully recyclable and biodegradable and is Totally Chlorine Free.