

# CLC UK



Focus E-Flex printing press



Managing Director Paul Simmons

In 1987, current Managing Director Paul Simmons acquired a small printing business called Charnwood Label Craft. Starting with basic printing equipment and a modest turnover of £20,000, he upgraded a two-colour printing machine to a four-colour printing machine using his technical expertise. They began producing labels on a small core and quickly became the only organisation able to print this specialised type of label. Following this success, he expanded the team, began offering increasingly complex printing solutions and in 2001, changed the name to CLC UK Ltd. Paul tells *The Parliamentary Review* more.

CLC is a friendly, customer-orientated business specialising in narrow web printing. Having a strong work ethic and attention to detail, we have established ourselves as one of the leading suppliers to the parking and security industry. We offer bespoke labelling, ticketing, rolls, sheeted printing and in addition RFID and Smart Label printing solutions.

## Our competitive edge

I work alongside our sales executive, Sarah, providing a personalised service. With a combined experience of over 50 years we provide no-obligation quotations and are prepared to supply all the assistance you need to achieve your project. Whether providing technical advice or dealing with your complicated printing requirements, as a company, we aim to provide excellence from inception to the successful

### FACTS ABOUT CLC UK

- » Managing Director: Paul Simmons
- » Founded in 1984
- » Based in Loughborough, Leicestershire
- » Services: Printer of labels, tickets and rolls
- » No. of employees: 13
- » Suppliers to the parking and security industry
- » Purchased as Charnwood Label Craft in 1987
- » [www.clc-uk.com](http://www.clc-uk.com)

“The production process involves our team of multiskilled printing and finishing operatives”

completion of a project. We boast a dedicated artwork studio run by Dawn, who has over 35 years' experience in the reprographics industry.

Whether you have a full design specification or only a rough idea, we work with you every step of the way through the design process. From new design concepts through to amendments, a strict quality procedure is adhered to, ensuring a first-class service and product. The combination of exceptional customer service and attention to detail has given us the edge in supplying more tailored labelling solutions than perhaps our larger rivals can provide.

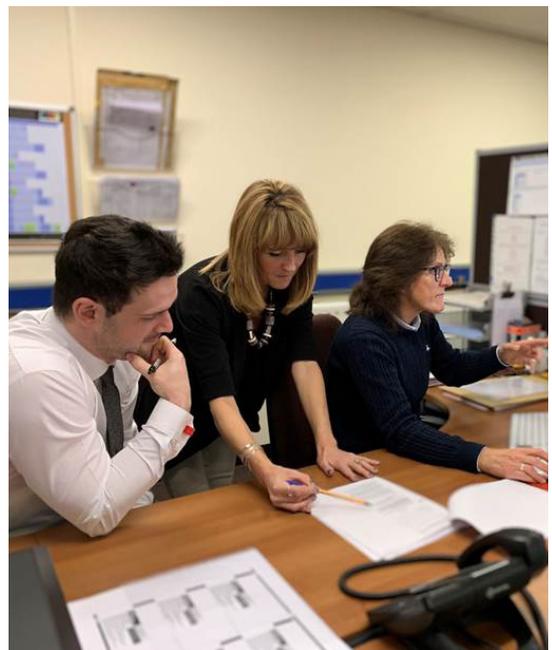
The production process involves our team of multiskilled printing and finishing operatives. We have three large printing presses, which will cover most of our customers' printing requirements. Our finishing operatives make sure the products are finished exactly to the customers' requirements. These can be very specific, but we are always willing to have a go. Our waste is fully recycled, and we possess the Zero Labels to Landfill accreditation. We also have a policy of promoting from within, which has resulted in half of our staff having been with the

company for over 18 years. High staff retention adds to our commitment to supply quality products and enables us to achieve our high standards of customer service. The company's turnover this year is projected to surpass all previous years, with our staff working hard to ensure the company will be able to withstand the ups and downs of an unpredictable future.

### Investing in the future

In 2014, we purchased an e-FLEX 330 Flexo Press from Focus Label Machinery. The decision to invest was taken, in order to facilitate greater efficiency for existing product lines, especially the growing market in RFID and NFC technology. The e-Flex platform provides the possibility for stepped specification levels, but it has built-in essentials, such as high-speed job changes, automated set-ups and increased efficiency in all aspects of design and operation. The open architecture design of the print stations enables easy loading of ink cartridges and print cylinders, allowing our operators to maintain uninterrupted production. The modular design will allow us to add further optional equipment if required in the future.

Charnwood Brewery labels on the product





The Uvamed Rainbow tray

## Our challenges

The recession in 2008 forced us to become more efficient. We realised that every purchase needed to be scrutinised, and we have now dealt with some significant increases as a direct result of the 2016 EU referendum. We order paper from a European supplier who was invoicing in UK pounds, but who is now invoicing in euros, so we also have to deal with a fluctuating currency. Keeping fully stocked requires meticulous planning by our production manager and forward buying of paper due to Brexit uncertainty.

A flood in December 2012 saw us knee deep in water, leaving us with one working computer. We carried on production, though one of our presses was scrapped. We installed flood defences, which are a surprisingly inexpensive and effective insurance policy for the future.

## Innovation in label design

We were approached by Bev Fawdington of Uvamed to supply a label for their tamper-evident rainbow trays, which are supplied to pharmacies and hospitals. The trays provide secure,

auditable storage for all controlled drugs while in transit between secure locations. They are easily accessed but the security features make the product safe and secure. Bev explains:

“When we were developing the new tamper-evident version of the rainbow trays, we needed to incorporate a number of features into a securing label that were not available through mainstream label printers. The challenge was to make our trays both secure from tampering and accessible in an emergency. This functionality required that the label became a product in itself.

“Paul worked with us from the initial concept to add value to our product while understanding the challenges of the end users. Our unique label has evolved into a product that is fit for purpose and adds value to the specialism for which it was designed.”

Finally, I recently visited the Elephant Watch Camp in Samburu, Kenya and was bowled over by the efforts of Saba Douglas-Hamilton and her family in the conservation of the elephant population. I have pledged to make a donation and encourage anyone to do so for such an important cause.

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