

FRIENDSHIP AND WORKING WELL TOGETHER

Sarah Smith, Managing Director and owner of Dynamic Print Ltd and Anna Cleobury, Managing Director and shareholder of Seale Print & Direct Mail Ltd have established their friendship and provided support and guidance to each other as friends, as colleagues, and as woman in business.



The friendship commenced in 2001 when Sarah worked for Howard Smith Paper as a Sales Consultant with Anna, working for Printwright Ltd as a Production Manager. Frequent sales visits turned into regular social visits often commencing with the words 'Get the kettle on.'

From events supporting sustainable paper sources and tree planting to more personal group events such as their annual pilgrimage to Claridge's for afternoon tea and an evening theatre visit, the friendship has grown and with the commencement of the relevant businesses, the support network also grew.



Both businesses are strongly influenced by the needs of the environment with sustainability at the forefront of their business thinking. All paper resources are from FSC certified suppliers. Recycling of waste such as paper and inks are managed and the carbon footprint is considered when managing contracts with significant reductions achieved by the use of 'Self-Delivery' methods where possible within each business.

An example of the two business owners working well together was the collaboration with a major pharmaceutical company during the merging of an acquisition and the intricacies involved with the management of personal data in accordance with the General Data Protection Regulations as well as the confidentiality requirements surrounding the merging of the two organisations.



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Confidentiality and Nondisclosure Agreements were required to be acknowledged prior to the release of information on both the merger and the release of personal information for the purpose of sending informative letters to each individual.

The client and management of the general contract was the responsibility of Dynamic Print Ltd including the distribution of the UK wide communications whilst Seale Print and Direct Mail using their experience and knowledge to cover the international correspondence.

This amounted to over 1800 letters being distributed on a global basis covering 27 different countries on all 5 continents.

It was a successful collaboration that achieved complete customer satisfaction with the provision of a quality service from two organisations that strive to achieve excellence in all aspects of their individual businesses.

Customer Testimonial:

I was very pleased as to how smoothly this project was managed. Communication between all parties was excellent and this helped to make this a stress free and error free project.

Both women have a passion for their industry and their individual businesses with both businesses continuing to build on their successes. The Covid-19 Pandemic created unique problems for each but with determination and their continuing support for each other, both businesses survived the initial impact of the pandemic and have achieved further success by developing their status by ensuring quality and excellence is a core value of each business.

From standard Digital and Lithographic printing to specialist services, both organisations have the capabilities to support each other in the future with a flexibility that ensures a continued success story for both businesses and their friendship.



PASSION

We are passionate about all aspects of paper, print & design.



COLLABORATION

From concept to creation we will work together.



QUALITY

We pride ourselves in the craftsmanship of our projects.