

# Case Study | Rugby Industrial

How purchasing new equipment from Signmaster Systems has helped Rugby Industrial offer their customers bespoke signage solutions.

## The Customer



In March 2021 one of our long-standing customers, Rugby Industrial have invested in a range of new products including a new Mimaki UCJV300-160, Roland SG2-540, Rollover Flexi and a Keencut Evolution 3 Smartfold 1.6m.

Neath based Rugby Industrial is one of the country's leading independent suppliers of Corporate Clothing, PPE, Site Safety Equipment, Janitorial Products and Professional Hand Tools.

**Rugby Industrial have been keeping people safe and tooled up since 1990. They continue to invest in their people to ensure that they are at the forefront of innovation and to enable their customers to have the confidence in the company and the products that they offer.**

## The Challenge



As with many businesses the biggest challenge over the last 18 months has been the pandemic but Rugby Industrial were well placed to navigate this challenge with their range of PPE and safety products. Now that they are emerging from the most recent National lockdown, they have made the decision to add to their product range and offer their customers bespoke and custom safety signage solutions.

**Darryl from Rugby says, "We have been looking for ways to grow the business by diversifying and offering our customers a new range of bespoke and custom safety signage and machinery stickers. The new kit that we have invested in will allow us to offer a new range of products to supplement our current off the shelf signage and sticker range."**

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## The Solution



We have a long-standing relationship with Rugby Industrial, after helping them source their original Roland SP's several years ago and they came back to us when they required a solution to expand their business and product offering. Together we explored a number of solutions and having listened and understood their objectives, we offered an alternative solution that not only met but exceeded their expectations, transforming their workflow and providing them with a more versatile and cost-effective solution.

Darryl says, ***“Purchasing the combination of the Mimaki UCJV300-160, Roland SG2-540, Rollover Flexi and a Keencut Evolution 3 Smartfold 1.6m gives us the flexibility to print and finish a wide range of bespoke safety signage and machinery stickers for our customers.”***

***“Signmaster have been great and Jay really helped us through the process of researching, exploring and purchasing the new equipment. The installation process went smoothly, and our Printshop Supervisors Marc & Jo have been very pleased with the initial training given. We will utilise the remote training in the future. We also buy our inks and media from Glen and he is a great support.”*** Darryl Palmer.

## The Future



The future is looking bright for Rugby Industrial and Darryl says ***“We are excited and optimistic for the future and being able to offer our customers a complete new range of signage solutions including accessible options such as Bespoke Solutions and Catalogues for our customers, Braille & Tactile Safety Signage, Large Format Prints, whilst offering a speedy turnaround to meet the customers’ requirements. This new range will complement our current off the shelf offering perfectly and allow us to best service the needs of our customers”.***

To find out more about what Rugby Industrial visit their website - <https://www.rugbi.co.uk> and to find out more about our products and services visit - <https://www.signmaster.co.uk>

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