

Where have we been?

It's been a 'perfect storm' this last year at Smart Storing. We had already responded to several years of steady growth in sales by commissioning new production facilities. While we were busy re-organising the factory, new orders continued to rise an all-time peak in the spring. At the same time, we were working on a major project to create a comprehensive resellers' guidebook to our product range. All this happening at once, on top of the normal daily workload, meant that some things got left behind, like this newsletter. Now we're glad to be catching up with ourselves!

Improvements at the factory

This spring we transferred to our new assembly hall, so we have now separated manufacturing from assembly processes. Parts come straight from the paint shop to the new building and we have much more space to complete the final assembly in a clean environment.

Meanwhile on the steel line a new CNC stamping machine has been installed, so overall operations have been streamlined and we can offer better lead times on future orders.

New staff have also been recruited as we gear up for continued steady expansion.

The Smart Storing Guide

In the past, the only paper-based information we had to offer our resellers and end-customers was the product catalogue and the product data sheets. We missed having something more accessible, which would show the features of our products in attractive images and words and would explain what the point is of each item in the range. A guide book, in other words, which would support resellers to choose smart solutions and demonstrate them to clients.

It turned out to be a much bigger job than we thought from the start, and a very valuable one. The process of collating and translating all the information for our English language communications consultant to put together forced us to really think and get clear about every aspect of the business, from our core values to the loading weights of our shelves. We even had to define new English names for some products and to make these consistent across the range.

We're delighted with the result. We have a really smart guide book which has all our key products in a clearly laid out sequence and which is packed with both descriptive details and genuine reasons why end users should choose Smart Storing products. We hope it will be especially useful to our much valued resellers who were not so well supported in this area before.

The Guide is coming off the printing presses right now and we plan to send it out straight after the holiday period. However, if this is something you have been longing for and you'd like your copy in a hurry, just let us know and we'll mark your copy for immediate delivery.

