

Commercial Printers Helping Our Heroes

Submitted by: Graphics and Print

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When the 1st Battalion Royal Irish Regiment needed some urgent help, they approached Graphics and Print, the award winning Telford based commercial printers, believing they had left it too late in the day to save their Inter Company Boxing Finals. The event was taking place that evening but due to the Civil Service day of Action on Thursday 10th May, they were left high and dry when it came to having programmes printed up for the event. With over 500 people attending, they asked the local firm of commercial printers if there was anything they could do to help and were delighted with the response. Not only, did Graphics and Print deliver the programmes on time, but they exceeded expectation with the quality of their work.

Managing Director, Martin Kells, explains: "When the Regiment approached us they were so disappointed that they had been let down and were asking as a last resort, not really expecting anyone to be able to deliver for them at such short notice. I strongly believe the armed forces should be shown and feel the appreciation of the society they serve, which sadly is not always the case, so was more than happy to take on the challenge to ensure this boxing event wasn't delivered a knock our blow before it had even started. We have a strong commitment to the communities in which we operate. For example, we are one of the few print companies to make a commitment that every one of our employees will spend a minimum of two days per year, during work time, supporting disadvantaged people in having a better life. Graphics and Print started in Telford in 1980 as a small family-run business, and knows how important it is to have local support in order to succeed. Despite our rapid growth, we have managed to maintain a 'family' atmosphere during our growth journey, creating our own internal company community. This sense of valuing our people is expressed through our interaction with the wider society."

The commercial printers delivered on time much to the delight of Major IC Nellins QGM BEM 1st Battalion the Irish Regiment: "Our boxing tournament was a great success. Without the last minute intervention of Graphics and Print, we would not have been able to produce programmes for the event. An audience of around 500, mostly soldiers but also members of the Royal British Legion Market Drayton, enjoyed the occasion before we return to Afghanistan. The quality and finish of the programmes was outstanding and was commented on by many of the audience. Without the support of our sponsors it would be impossible for us to stage such an event so I am extremely grateful to you and Graphics and Print for your generosity."

This is one of a number of recent community activities which Graphics and Print have been involved with as they continue their dedication towards establishing relationships with organisations in the local area, to help strengthen the community infrastructure.

Graphics and Print provide an end-to-end service when it comes to commercial printing (<http://www.graphicsandprint.com>) services, having a design studio, print operators and finishing team all under one roof, making the customer print journey a seamless one!

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Graphics and Print have successfully traded for over 30 years providing printing services to a customer

base ranging from multi-national companies to sole traders, offering quality, value and flexibility at every stage of the print journey.

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