



## **Growth Fund**

### **Mayfield Press (Oxford) Ltd – Replacement of Roof**

Mayfield Press (Oxford) Ltd was founded in 1992 and was bought over in 1998 by its current owners. Following its acquisition the business moved to its current premises in Cowley on the South East side of Oxford in 2002. But these were not easy times for the printing industry as digital technology took over and businesses were hit by the 2007- 2008 financial crisis and world recession that followed.

Although times were tough Mayfield Press weathered the storm, it strengthened its management structure, streamlined to become more efficient and improved productivity, increasing turnover from £440k to £3.4million by 2013.

As markets improved and the outlook became more favourable the Managing Director, Cameron Thomson recognised the need for growth and innovation to ensure it remained competitive in a shrinking market. In 2013 Mayfield Press applied to OxLEP and secured £30k from the Growth Fund to help towards the repair of its roof, which was to run alongside some additional renovation work. The extra floor space enabled the business to expand its reprographic and large format digital printing operation, and today it employs an additional two members of staff. Although most of its customers are based in Oxford and the UK market, this expansion has resulted in the potential to build its overseas customer base by around 10%.

Mayfield Press produces a wide range of products including PR Material, Direct Mail, Brochures and Literature and has built a strong customer base including some well-known international cosmetics, financial and pharmaceutical companies. It has built its reputation through exceptional customer service, and delivering consistently high standards of quality to meet customer expectations. In a specialised industry there is no place for complacency, understanding requirements and having the ability to turn around production quickly, sometimes over a weekend is essential to give a personal service. All of the directors play a pivotal day-to-day role in ensuring that the company's excellent standards are maintained, and the team has a wide range of expertise and knowledge to ensure that solutions are tailored to individual business needs

With this sort of commitment to quality and drive to succeed it's no surprise that the company has now grown to 50 employees, 16 of which have been employed over the past 12 months alone. Things are certainly improving and with target sales expected to reach £6million in 2016 there's a new confidence in Oxfordshire and an excellent outlook for the future economy

[Mayfield Press](#) has all the latest technology, the Repro Studio is fully equipped with the most modern PCs and Apple Macs with large format cinema displays, and has the very latest versions of all of the software packages. It can also accept files in a large number of formats taken in via e-mail, Secure File Transfer Protocol, ISDN and on disc.