



Craig Daley

Northern Print Solutions Ltd

Gateshead

Member since: June 2017

“TAB makes me think about things I wouldn’t have thought of.”



From operating on his own in a garage in 2011 to bursting at the seams in a converted church hall with 15 employees in 2017, Craig Daley’s business, Northern Print Solutions, is growing well.

Seven years ago Craig was employed at a printers but identified a change in the print industry towards digital and wanted to pursue that opportunity himself. Within 6 months Craig was turning over £30k /month and by the end of year one he had taken on 5 employees.

Craig has always focused on excelling at customer service with “a good team, quick quotations, amazing quality work and quick delivery”, he proudly states. He acknowledged however that some businesses prefer an online solution, so he set up Trade Print Solutions in 2017 which grew 192% this year, and is expected to achieve another 200% growth next year.

After a successful year and being able to take advantage of some government funding and a business partner loan, Craig bought a lithographic machine costing £450k. Investing in new technology and equipment is key to Craig so he can continue to give clients what they need at the best quality, but with quick turnaround times. “Since then the digital side has moved on massively and can be better than litho” said Craig, “It is so easy to set up so keeps things cost effective, which is helpful as paper costs increase.”

Continued over...

A big market for Northern Print is working with print buyers. This provides a constant flow of work with good margins, but has the added benefit for the client that everything is white-labelled.

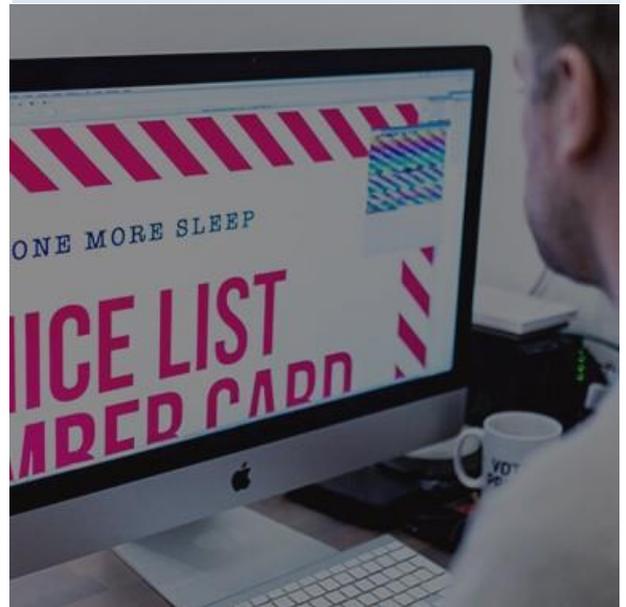
Business was going well for Craig, so why would he join TAB? "I got to the point where I was hitting the same figures each year and needed to some guidance to help me take it to the next level. I found out about TAB and knew they could help me," he said.

Since then, Craig and his TAB facilitator have worked on strategic planning. "I have become more structured and plan things better. I shared my plan with the staff too so they know where we are heading and what their part is. Everyone works really hard to help the business grow." Craig explained.

Craig really trusts his team, which has allowed him to take a step back from certain things and let them do much of the day to day running of the business. "By being more focussed on doing the right things and using my team better, I can genuinely say that TAB has saved me a couple of months a year. My TAB Board made me realise you only live once and encouraged me to take time off. That was great news for me and my family who I wasn't spending enough time with. We hadn't had a holiday in 7 years and I am now planning two this year and every other weekend off." shared Craig, "I'm just revitalised after a weekend off and achieve much more."

Craig has his "mojo back" and has some big plans ahead. Northern Print will be opening offices in London and Glasgow this year but more importantly, with people other than Craig, managing them.

“ Business was going well but relationships with my wife and kids were suffering. TAB made me realise I needed to readdress the balance before it was too late ... and it nearly was!



**NORTHERN
PRINT
SOLUTIONS**

About The Alternative Board

The Alternative Board (TAB) believes that every business owner deserves for their business to deliver for them what they want out of life. Through a combination of peer advice and business coaching we help our members achieve this. Members meet monthly to learn from one another's successes and mistakes to grow their businesses.

Church Hall, Prospect Terrace
Kibblesworth NE11 0YD
Tel: 0191 411 1698

www.northernprintsolutions.co.uk

