

Business

Potts Print aims to achieve £14m turnover with third Roland and 20 additional staff

Tim Sheahan

Potts Print (UK) is aiming to surpass the £14m-turnover mark in 2011 after investing more than £1.3m in its third Manroland 700 B1 five-colour.

The new press will run alongside its existing Roland 705 and 706 presses, boosting capacity at the Cramlington, Northumberland-based business.

The press, which goes live later this month, arrives at the same time as a Xerox 4112 mono engine and a Buhrs BB3300 envelope inserter.

Potts has also taken on 20 new staff since the start of the year following a "record" year in 2010, bringing its headcount to 160.

The new starters include three



Sandford-Couch: "Strong set-up"

press operators, a print assistant and additions to the finishing and sales departments at its 9,300m² Nelson Park facilities, which encompasses its headquarters, press hall and logistics operations.

According to the company, the new Roland press will enable the company to take on more clients, while improving the service offered to existing customers with shorter turnaround times.

The Xerox 4112 complements an existing Xerox 700 engine to support the company's direct mail service.

Michael Sandford-Couch, chief executive at Potts, said the company's recent growth was organic and in-line with its expectations.

He said: "We have a strong set-up, and our directors and business development team are constantly driving the business forward, which attracts new clients and maintains the loyalty of existing ones, large and small."