

DENVIC^{LTD}

A Family owned steel components manufacturing company in Black Country has successfully completed an ERDF funded Innovation Vouchers Programme. Samantha joined her father's business at Denvic Ltd as a teenager. Initially working for casual hours, Samantha later became the Director of the company, running the company alongside her brother and 8 employees who work tirelessly to deliver the best quality steel components to the clients, as quickly as possible.



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CASE STUDY



Samantha Wills – Director, Denvic Ltd

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Denvic has been able to do things more efficiently and innovatively than before, and we could have not had achieved this without the assistance from the Innovation Vouchers program – it is estimated that the turnover is increasing by 5-10% due to the new processes introduced”

Founded in 1975, Denvic Ltd has 30 years of experience in the field of steel fabrication, specifically designed for building trade and B2B sector.

Denvic primarily manufactures structural and low-volume bespoke and custom-built components for clients.

The Company has a varied client portfolio ranging from large multinational companies to SME businesses that mainly require customizable/bespoke products.

Operating in an industry where competition is fierce from larger and more established organisations, Denvic has managed to stay strong competing with other businesses by focusing on speed and quality of product delivery to their clients. The

business has the ability to turn any idea into finished products and cater for any products ranging from high volume to low volume manufacturing; making it a primary choice for many clients.

Samantha has recognised that in order for Denvic to become one of the leading manufacturers of structural steel products in the region, company needs to become more efficient in its operations. For this reason, the company contacted Innovation Vouchers team with a view to get much needed support for new Business Process Mapping for their entire operations.

According to Samantha Wills, *“there is now a complete framework in place whereas previously there were no methods to track how things were done in the company. This helps Denvic to assure*

clients that the finished products are of great quality and great value for money and that all materials are sourced ethically”.

“This project has had a huge impact on the way the entire company functions and had made the business operations more resourceful. The project lasted for 3-4 months from start until completion and has resulted in the company making the manufacturing process and products delivery to clients quicker and more efficient”.

There are other benefits that the project has brought into the company: *“we are now in the process of recruiting a full-time fabricator due to the growing business needs following the recent changes in the processes and operations”* Samantha recognises. Samantha recognises that

they did face challenges especially due to paperwork and documentations required as part of the development of new processes – she recognizes that the project has changed everything about the operations of the company and the way they had worked before. However, she has found the support from Aston University ‘excellent’ in order to help them tackle these challenges and feels that Denvic has received the desired support.

“Our overall experience with the program has been very pleasant and we hope to participate in similar programs in the future as we see a lot of growth and benefits as a result of support from Innovation Vouchers”.