

A Very Particular Kind of Service

At Silsden based agency Particular Design & Print , the focus is always on the customer.

From last minute print requests to complex design projects, the company is dependent on IT to ensure it fulfils its company promise – to deliver a service that surpasses what is common, usual or expected.

Founded in 2003, Particular Design & Print is now a well-established design, print and fulfilment agency that serves both the consumer and business markets. From the company's base in Silsden, Yorkshire, its busy team of eight specialises in everything from the development of corporate identities to the design of personalised wedding and event stationery.



Owned and managed by Hilary and Martin Thornton, the company operates a printing centre with two in-house digital printers that allow them to deliver printed materials to extremely tight deadlines. "As a company, we pride ourselves in offering an exceptional service that goes over and beyond what any of our competitors can offer," says Martin. "Print has become a key element of our business and advancements in digital printing means we can now design something, print it and get it delivered to the customer in a matter of hours. Our clients have been truly wowed at how quickly we've been able to accommodate their requests."

The company's success has brought them a number of larger clients from the corporate sector, one of which is Bupa Care Homes. This has led to an increased investment in technology, allowing the company to print in higher volumes. "Technology is a marvellous thing," says Martin "but one of downsides is that we're now completely dependent on it to deliver our service. If our IT fails, so do our operations."

It was in 2010 that the company decided it needed professional assistance with its IT. "At the time, we were still making use of our in-house expertise" says Martin. "We had some technical knowledge between us, but we realised there was always a chance that we might experience an issue that we wouldn't be able to resolve. This would put our business, and our reputation at significant risk."

A chance meeting at a networking event led company director Hilary to meet Gareth Harrison, Director at Cosurica. "Gareth and I clicked straight away" says Hilary. "It was immediately obvious he was very knowledgeable about IT and passionate about helping smaller businesses. His principles were also very similar to ours. Like us, Cosurica are dedicated to delivering a personal service."



Within a few days of the meeting, Michelle Thompson, the company's sales director visited Particular Print and Design to run a full audit on its IT needs. This led to the resolution of a number of existing IT problems, which included the provision of increased storage as the existing server lacked the capacity for the back-up of large design files.

"I was really impressed with Michelle's expertise and the level of consideration she put into our proposal" says Martin. "She designed a customised monthly package that included support for our Macs as well as our PCs and laptops. Since taking the support package seven years ago, we haven't looked back. Whenever we have an issue, we make a quick phone call and we are able to speak to the team straight away. There isn't a problem they haven't been able to solve. Everyone there knows us, and we know them. Over time they've come to understand our business inside-out".



With accountancy and design software now largely cloud hosted, Particular Print and Design saw growing pressure on its existing broadband connection. Despite being within close proximity of both Bradford and Leeds, affordable fibre to the cabinet connectivity is still not available in the company's location. "Cosurica were able to find a solution for a problem that we previously thought was unsurmountable" says Hilary. "They've been able to arrange the installation of another ADSL line for us at a very competitive rate that will give us the speeds that we need until our area receives fibre. That has been a real weight off our minds." Particular Print and Design feel confident they have chosen the right provider for their IT Support.



"We've been approached by many other IT support companies, but we've never been tempted to move anywhere else. Whilst technology has opened up a world of opportunity for every type of business, holding the right relationships with your suppliers is still equally as important. After all, people still do business with people."

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