

Hi, its Di.

As you have likely heard on the industry grapevine, I am back!

I know that I said "never again" but this was too good an opportunity to miss and I always thought that, if I came back, I should create a business exactly how I wanted it to be, without the limitations of a private equity partner or a 'big corporate' environment.

When I looked into what AdProducts had done well (and not so well) it quickly became apparent that they had invested massively in great print equipment, software and processes, not so much in the product range but it was all a bit "last decade" and it needed an entrepreneurial drive to become, and stay relevant.

The word "entrepreneurial" might loosely translate to "barking mad" based on my timing of this, but in reality if it was to grow, it had to become a standalone business, free from any conflict within the industry and able to invest in the best people, product and process and so whilst timing was far from ideal, it does give me a chance to reengineer the whole business while we are all staying at home.

When I first started in this industry it was with Product Source, who were always known for their straight talking, no nonsense, just get the job done approach and that is what I want for Adproducts. Therefore, my first task was to rebrand it and as the domain www.ProductSource.com was available and the brand unused for over a decade, this seemed my easiest decision.

Next came the people and I was delighted to be able to tempt Ged Shepherd to join on the journey I can see our marketing headline ...Return of the Ged-Di ! Additionally I have already enticed a couple of other industry veterans that I will share details on as soon as they start.

When I looked at the ADP business in detail, I saw some great things such as 99% of orders being shipped in two days from receipt of approval, print quality was excellent thanks to the modern equipment, and I also saw huge inventory (not all of it nice!) and massive capacity to print it. I also saw things that needed to change fast, I am working on all of these and I will keep you updated as and when new initiatives are introduced.

Of note, and staggering as it might seem, the revenue/print capacity per year based on single shift is over £30 million, a distant target from where we are right now, but our medium-term target, nevertheless.

I am like everyone else, at home and keeping in touch by phone so please call, email or message me to catch up any time, we can talk about my isolation challenge to come out of this as a rock guitarist (I found an electric rhythm guitar in the loft!) or we can discuss notepads, water bottles and my favourite hand sanitiser!

Best wishes and hope to see you soon.

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