

## Growing into the UK Market

### Launching New Products into the UK

A venture backed company had, over many years developed a new, innovative and eco-friendly food packaging solution for the food sector. They wanted to establish in the UK market sector after extensive growth in their home market.

### Taplow Solution

Extensive briefings with the founders and Venture Company led us to implement a focused , solution based Executive Search plan. Focused on finding people within the end user sector rather than the packaging sector, people who would bring experience and expertise to launch the companies' products, in an established sector where use of environmentally friendly products are being demanded by UK customers.

### Outcome

The successful candidate quickly raised the companies' profile within the UK, focusing on end users. Rolling out a number of high-profile test processes, data capturing the benefits of using the new product offering verses traditional solutions, that have led to on boarding new clients and revenue streams for the company.

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