



# CASE STUDY

## ‘Business Workshops’ for the plastics industry

### The task

Plastics processors in the UK have seen a migration of work to other countries. The continued success of the UK plastics processing industry depends on companies having both the management skills and attitudes required for success and a knowledge of the technology needed by the customer.

The industry has difficulty contacting the customer on ‘neutral ground’ to find out the basic requirements for success. Discussions normally relate to specific projects and it is difficult for processors to determine the fundamentals for success in a particular market.

### What we did

Tangram located major UK and international customers for plastics products in key industries such as: rigid plastics packaging, medical products, furniture, computers, household products, automotive products, garden products, toys, mobile phones and office products.

Speakers from the selected customer sectors were invited to make a presentation on the needs of the sector and the methods of meeting these needs to an invited audience of plastics processors.

The presentations concentrated on the needs of the sector and the ways plastics processors could meet the needs and become more competitive.

Tangram made all the arrangements for the Workshops, facilitated the Workshops and produced a ‘Business Workshop Report’ on each sector presentation. Copies are available from the British Plastics Federation and are also available from the Tangram Technology website ([www.tangram.co.uk](http://www.tangram.co.uk)).

### The benefits

- Plastics processors had the opportunity to hear the views of major plastics users and to learn about the needs of the users in their specific industry sectors. More importantly the Workshops concentrated on solving the basic customer-supplier interactions rather than on concerns with specific projects.
- Customer companies had the opportunity to locate new suppliers for plastics products.
- The Business Workshop Reports provide an accessible and permanent record of the needs of the various sectors.

### More details?

#### Contact:

Dr Robin Kent  
Tangram Technology Ltd.  
PO Box 24  
HITCHIN  
HERTS, SG5 2FP  
Tel: 01462 437 686  
e-mail: [rkent@tangram.co.uk](mailto:rkent@tangram.co.uk)  
website: [www.tangram.co.uk](http://www.tangram.co.uk)

