

# Innovate 2 Succeed



## Go Glass

### The Challenge

Formed in 2002 Go Glass, design and manufacture a range of decorative glass products and pride themselves on their original designs and customer service. The company was formed by the current owners' father and was originally just a shop front, cutting glass to order for walk-in customers.

Over the years, demand for bespoke decorative design work on their sliding glass and shower doors has increased and one of the directors has developed a flare for innovative designs. This change has resulted in an increase turnover of around 10% per year over the last 5 years.

Before Go Glass started the Innovate 2 Succeed (I2S) programme their challenges were:

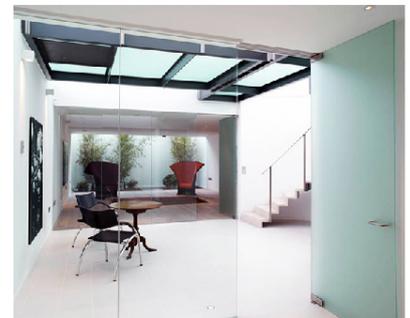
- A need for an innovation strategy to guide the direction of the business
- Lack of robust process for developing new standardised product ranges
- Issues with capacity to cope with the increased level of orders

### The Solution

Whilst working with the I2S adviser, Go Glass focused on developing an innovation strategy to take the business forward and improve internal process efficiency to both design the new product ranges in a timely manner and to increase capacity in their factory. The programme helped the company to review its Intellectual Property strategy as well as funded support that the business may need to thrive over the coming years.

### The Impact

As a result of the need to increase capacity and reduce lead times, some potential capital investment was identified. The Innovate 2 Succeed adviser introduced the business to the Greater Cambridge Greater Peterborough LEP to source capital equipment funding and to the Business Energy Efficiency Programme for new capital funding. The I2S support has helped the business to ensure that the increased demand can be met in the existing production space and efficiency improvements of 10% are expected.



### Testimonial

*“The advice given by our adviser has enabled us to review and improve our processes within manufacture and allowed time to be allocated to innovation. This has led to a new programme of innovative products to be released which we expect to have an impact on company growth in the next 5 years.*

*Our adviser had considerable experience and skill in facilitating and has been a great asset in helping us to achieve our aims for innovation and growth. We are very grateful for the help and have very much enjoyed working on the programme.”*

**Tracy Saunders, Director, Go Glass.**

To find out how Innovate 2 Succeed can help your business grow, contact us on:

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