

Investing in Design

'Design' is identified regularly as good for business, and Britain has a reputation for producing good designers. But what is the best way to tap into this resource, and in a reliable way that will benefit your business?

When a downturn hits, and with three decades of professional experience I have seen this happen a few times, manufacturers are inclined to curtail product development along with making other economies. But this can be the right moment to be looking at improving their products in preparation for the upturn.

My name is Jonty Sherwill and I specialise in helping small and medium sized companies bring new products to market. Trained as an Industrial Designer, someone who styles and engineers manufactured products, I have also diversified into interior design, graphic design, and marketing.

This wide ranging skill set allows me to advise on most areas of design, and to provide an overview for a development strategy. This can begin with a review and design report of what you currently make, including recommendations for re-tooling, re-branding, or just improved marketing.

Like all professional expertise there is no substitute for experience, and Sherwill Design has an enviable track record and many satisfied customers. The website www.sherwilldesign.com presents an overview of market sectors and my track record plus a pdf brochure and news section.

To discuss how I can offer the blend of skills that will inject vitality into your business plan please call me on my direct line number, **01329 835555**.

I look forward to speaking with you.

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