

BLUE SKY IDEAS. SUBSTANTIATION. COMMERCIALISATION.



INNOVATING WITH

**BEAF**

BEFORE & AFTER™

MANUFACTURERS

INNOVATION WORKSHOPS  
SUBSTANTIATING IDEAS  
COMMERCIALISING IDEAS  
CREATING NEW BRANDS, PRODUCTS & SERVICES

OUR PARTNERS



The  
manufacturers'  
organisation



**crowther associates**  
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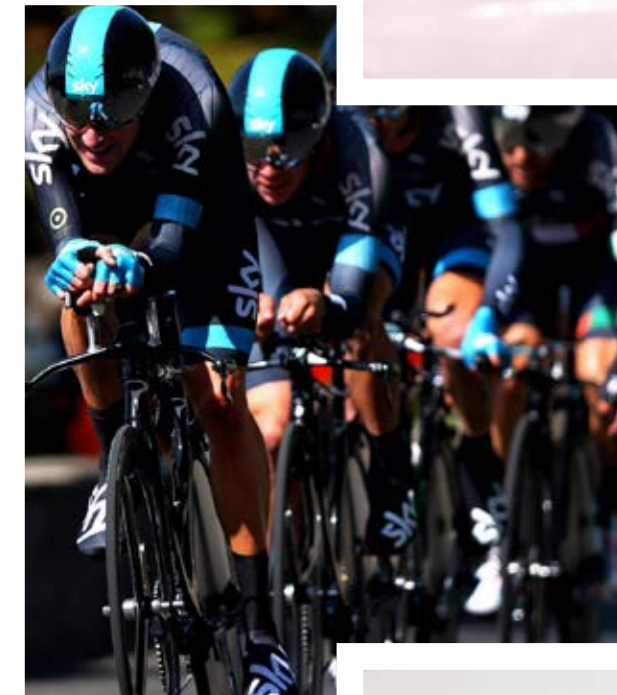
*Transitioning a manufacturer of patented composite materials into the luxury wellness sector.*



# ABOUT US

WE ARE BEAF. WE ARE THE INNOVATION AGENCY FOR MANUFACTURERS. WE BELIEVE THAT IDEAS AND INNOVATION ARE THE KEYS TO SIGNIFICANT GROWTH AND DELIVER NEW PRODUCTS, BRANDS AND SERVICES TO MARKET.

We help manufacturers generate ideas which can be substantiated and the most commercial taken to market. BEAF deliver the innovation sessions, the ideas, the substantiation and the delivery of the project, so your internal team can get on with their day-to-day activities.



**B**EAF work with manufacturers to bring innovative and aspirational new products, services, brands and business models to market.

Many manufacturers have ideas about how they could utilise their current infrastructure to enter new markets. The problem comes when allocating an internal team to firstly select an idea or opportunity and then deliver it to market. Your internal team already have their day-to-day jobs to be doing.

BEAF works with you to deliver everything from the idea, to substantiation and delivery to market.

Once the product, service or brand is in the market, BEAF then drive the visibility of it to its audience, get it placed with retailers or facilitate distribution.

Often, we find that the very best opportunities come from manufacturers perceived to be languishing in a stagnating industry. That is where the best new ideas come from.

BEAF have worked with manufacturers of medical compression wear, paper, tools, food, solar panels and hot tubs to name a few.

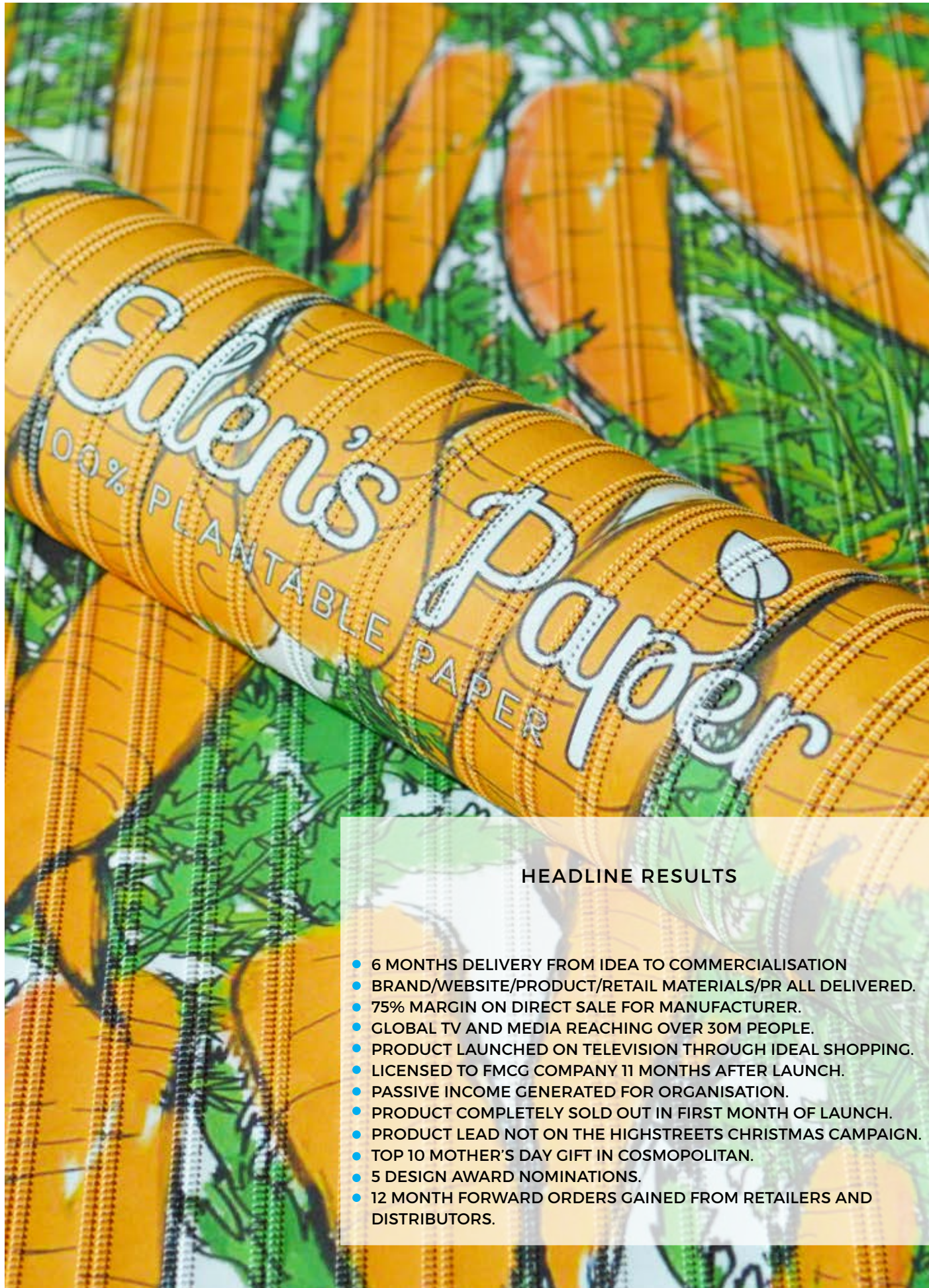
We deliver ideas to market which are substantiated with real consumer data, have a real commercial edge and deliver real impact.

We work through a gated process. No long contracts, no jargon. We keep things as simple as possible.

This credentials magazine details some of our deliveries.







### HEADLINE RESULTS

- 6 MONTHS DELIVERY FROM IDEA TO COMMERCIALISATION
- BRAND/WEBSITE/PRODUCT/RETAIL MATERIALS/PR ALL DELIVERED.
- 75% MARGIN ON DIRECT SALE FOR MANUFACTURER.
- GLOBAL TV AND MEDIA REACHING OVER 30M PEOPLE.
- PRODUCT LAUNCHED ON TELEVISION THROUGH IDEAL SHOPPING.
- LICENSED TO FMCG COMPANY 11 MONTHS AFTER LAUNCH.
- PASSIVE INCOME GENERATED FOR ORGANISATION.
- PRODUCT COMPLETELY SOLD OUT IN FIRST MONTH OF LAUNCH.
- PRODUCT LEAD NOT ON THE HIGHSTREETS CHRISTMAS CAMPAIGN.
- TOP 10 MOTHER'S DAY GIFT IN COSMOPOLITAN.
- 5 DESIGN AWARD NOMINATIONS.
- 12 MONTH FORWARD ORDERS GAINED FROM RETAILERS AND DISTRIBUTORS.

# EDEN'S PAPER

Eden's Paper is a plantable wrapping paper. It changed the face of a print manufacturer's business.

## DELIVERING MASSIVE IMPACT, INCREASING MARGINS & GAINING GLOBAL PR FOR A UK MANUFACTURER.

Philtone are a manufacturer of commercial B2B printed goods for brands like Gillette, P&G and Bentley. Due to the print industry becoming heavily commoditised, they were now competing solely on price against other commercial printers, and margins were diminishing.

BEAF worked with Philtone as their innovation partners. We researched the problems of the paper industry and the waste it creates.

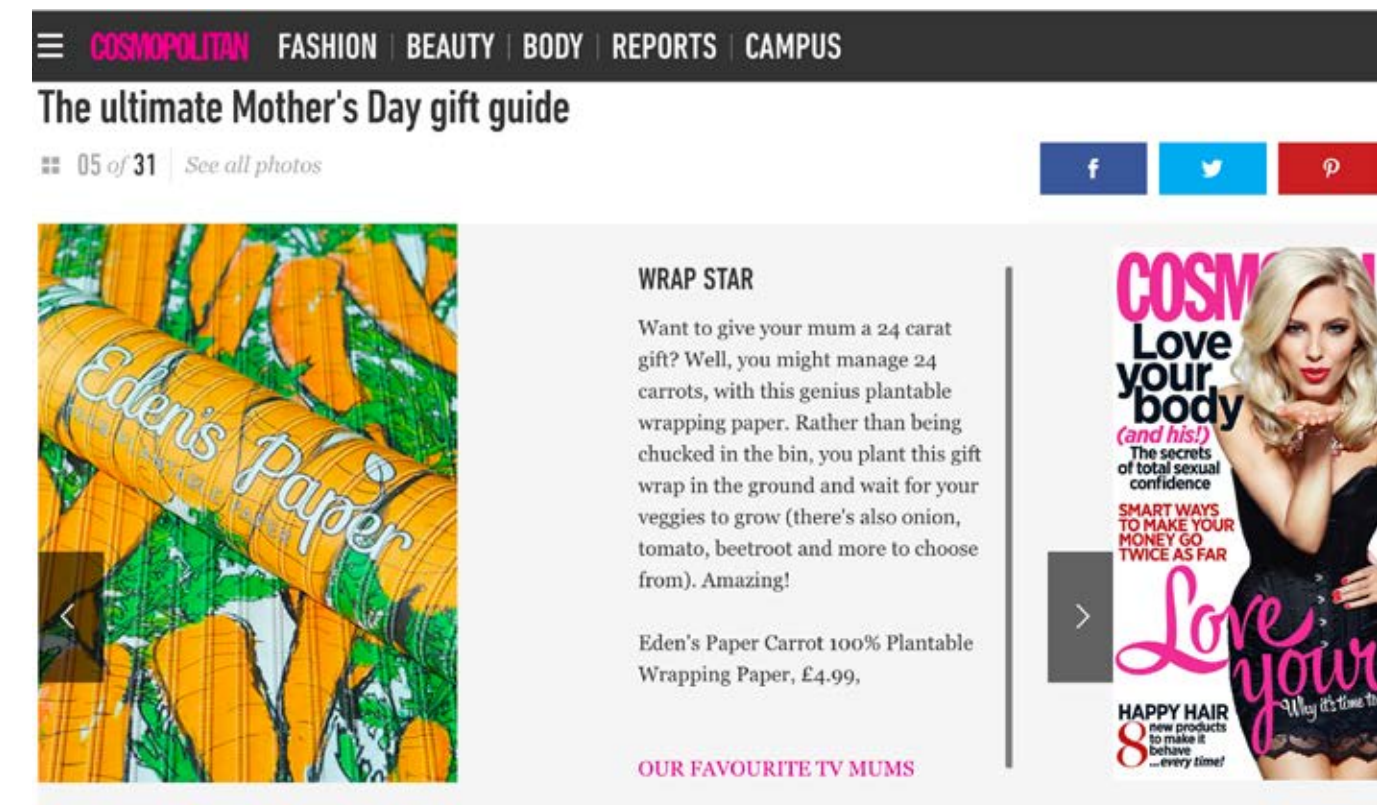
We looked at the highest margin products and applicable technologies from other industries before presenting back an idea to increase Philtone's margins. Wrapping paper.

As a result of our research, we created a plantable wrapping paper product called Eden's Paper.

Eden's Paper can be planted after unwrapping a present to grow veg or flowers. It is a completely new category in the retail sector, and makes Philtone a 75% margin on direct sale. Innovations such as using vegetable inks for the print design and using 100% biodegradable paper further enhanced the product USP's.

11 months after launch, and completely selling out in the UK within 1 month of launch and gaining world-wide press & TV coverage (Google it to see what we mean) one of the biggest FMCG corporations approached Philtone for a licensing deal.

To date, Eden's Paper has been featured on global news channels, blogs, TV sales networks and broadcast to an audience in excess of 30M people. A true Before and After story.



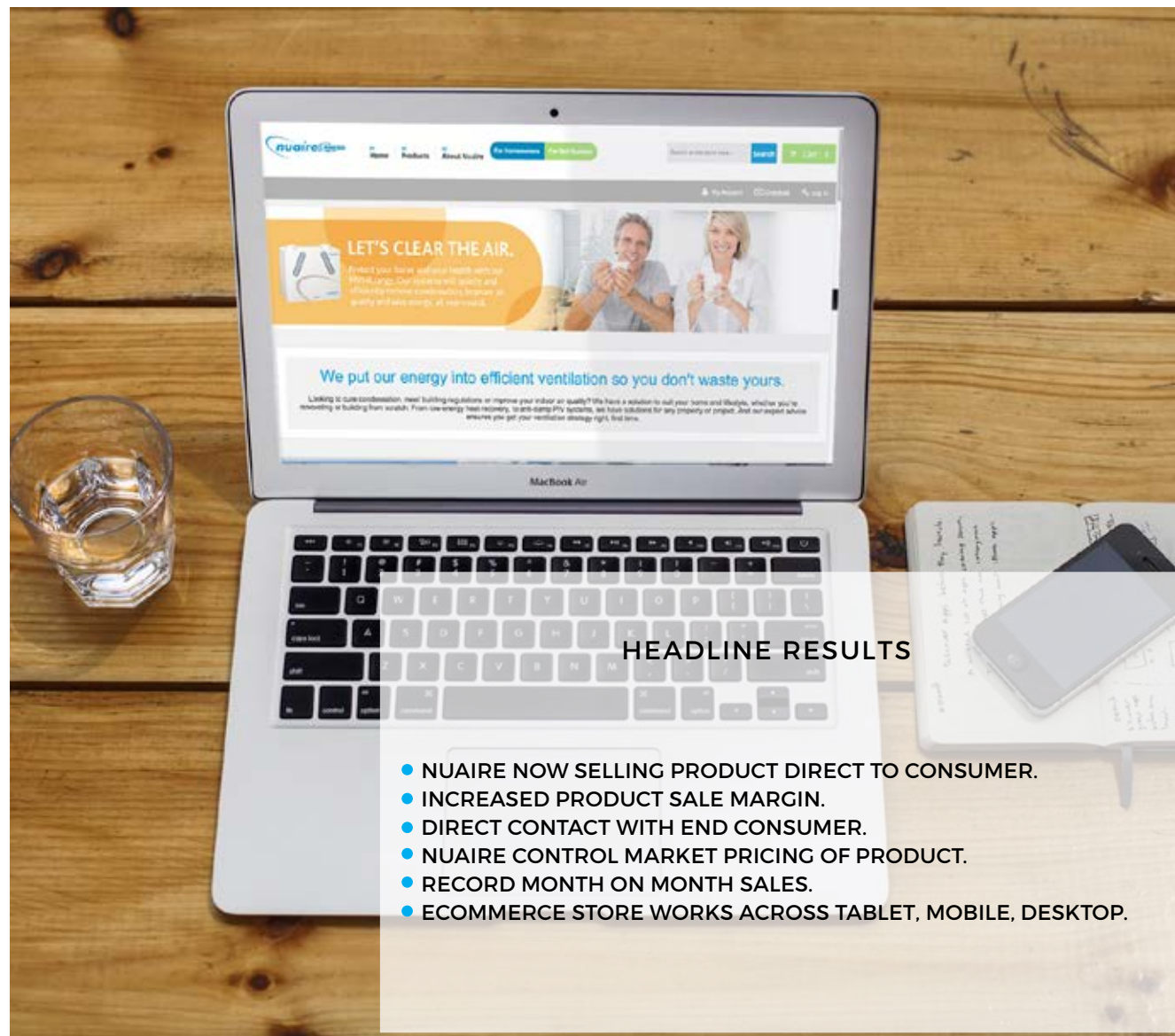


# NUAIRE

**Transitioning a manufacturer of from the B2B space into the B2C market, and empowering them to thrive.**

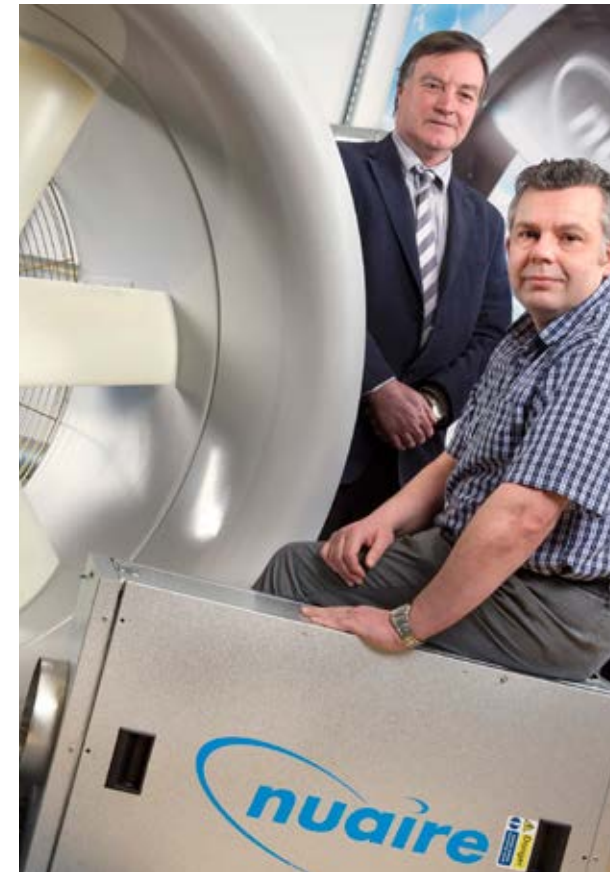
**BEAF delivered a new retail model for Nuaire. This gave the Group control over distributor price slashing and discounting product.**

**Traditionally, product had been sold through resellers, Now Nuaire have direct engagement with the end consumer, capturing lifetime value and increased margins.**



## HEADLINE RESULTS

- NUAIRE NOW SELLING PRODUCT DIRECT TO CONSUMER.
- INCREASED PRODUCT SALE MARGIN.
- DIRECT CONTACT WITH END CONSUMER.
- NUAIRE CONTROL MARKET PRICING OF PRODUCT.
- RECORD MONTH ON MONTH SALES.
- ECOMMERCE STORE WORKS ACROSS TABLET, MOBILE, DESKTOP.



**N**uaire Group are a manufacturer of air ventilation products. They specialise in the manufacture of products ranging from entire commercial ventilation units through to individual kitchen extract fans.

Initially, by recruiting resellers, Nuaire quickly began to build an online presence within the marketplace.

Their products had traditionally been sold through resellers, who would compete against each other, slashing the price of Nuaire product to the consumer. This moved the products down the value-chain.

This retail model made direct consumer sales very difficult for Nuaire, and made controlling price of products within the domestic market an issue.

Nuaire employed BEAF to build a fully functioning Enterprise-level eCommerce website which works across mobile and desktop platforms.

This transitioned them from being a manufacturer whom sells product through resellers, to a manufacturer whom sells direct through a channel they control.

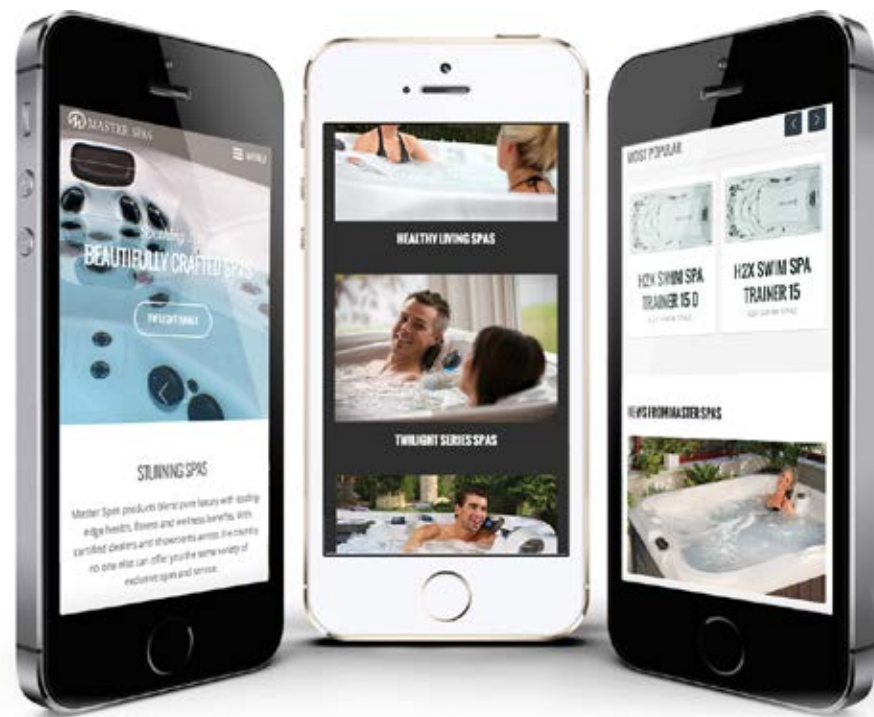
The eCommerce platform is very easy to use and update. It is controlled by Nuaire's marketing team meaning that there is very minimal support required.

The direct sale model also ensures that Nuaire customers have a seamless user experience - ensuring uniformity across territories and platforms.

**The site works across mobile, tablet and desktop devices, ensuring a uniform user experience.**







# MASTER SPAS

Master Spas wanted to create and launch a high-end swim spa in Europe, but how could they compete against cheap Chinese imports?

MASTER SPAS ARE THE PREMIUM MANUFACTURER HOT TUBS AND SWIM SPAS. BEAF ARE WORKING WITH THEM TO DELIVER AND MARKET NEW INNOVATIVE PRODUCTS.

Master Spas are based in Fort Wayne, Indiana, 90 miles north of Indianapolis. Operating out of a state-of-the-art 27 acre manufacturing campus, they are the largest swim spa manufacturer in the world, and one of the largest portable spa and hot tub manufacturers in the US.

BEAF developed a new swim spa product with Master Spas to launch in Europe, delivered a direct retail model, sourced distributors, marketed the products and delivered a world-class athlete to the brand.



## AN ELITE PRODUCT FROM AN ELITE ATHLETE

Master Spas produce some of the best quality swim spas and hot tubs in the world, but they were facing competition from cheaper hot tub and spa imitations being manufactured in the East and sold to the West.

In order to move the brand up the value-chain, BEAF delivered a rebrand and improved their digital presence, giving them a website which worked across all digital devices.

BEAF also worked with Master Spas to innovate on existing products. After an Innovation Workshop, BEAF then substantiated a range of ideas for a new line of swim spas. These swim spas would include features such as new propulsion systems, a range of hydro-therapeutic jets, an app with pre-programmed workouts, Wi-Fi, TV and Sound-System enabled, pre-programmable heating. These innovations repositioned the Master Spas range of swim spas away from cheaper imported products.

BEAF then focussed on increasing brand exposure, tying up three licensing deals, including getting Michael Phelps to represent the new line of swim spas. Michael Phelps swim spas are now the best-selling swim spas in the world.

BEAF also delivered the further licenses for future own-brand products. Working with Master Spas, BEAF designed and developed an innovative new range of hot tub and swim spa products for launch into the market in 2016, and retail/distribution routes for the new products.

## HEADLINE RESULTS

- CREATED NEW MASTERSPAS.CO.UK WEBSITE.
- 12 MONTH MEDIA AND PR PLAN DELIVERED.
- NEW DEALERSHIPS SIGNED TO MASTER SPAS.
- RECORD SALES MONTH ON MONTH.
- CREATION OF INNOVATIVE SWIM SPA.
- SWIM SPA TRAINING APP.
- ENDORSEMENT OF PRODUCTS FROM MICHAEL PHELPS.



# SIGVARIS

A MEDICAL COMPRESSION GARMENT MANUFACTURER, TRANSITIONED INTO THE SPORT VERTICAL, BY BEAF.



## TWO-PIECE COMPRESSION SLEEVE

The Sleeve is resistant to salt and chlorinated water and is available with a separate compression foot piece which benefits from padded strike zones in the toes, heel and Achilles for comfort during high-impact exertion.

The Sock is quick and easy to put on in the changing area for running or cycling events.

Together with the Sleeve, already worn in the water, it represents a fully-fledged, degressive compression system, minimising time needed for changing, giving a maximum compression benefit.

Team Sky / Team GB endorsement for the new sports products.

Compression socks, compression stockings and compression shorts all taken to market.

**S**igvaris are one of the largest European manufacturers of medical compression garments in the world. They are recognised as the global industry leader in compression therapy for the management of chronic venous disorders. However, their position and £140M turnover was being threatened by cheaper alternatives produced in the East.

BEAF carried out an Innovation Workshop with Sigvaris, identifying complementary and commercially feasible verticals that the company could access with a new range of products.

BEAF worked with Sigvaris to transition them from a medical compression supplier, to a high-end manufacturer of sports compression garments.



Utilising their knowledge gained from over 120 years of producing medical compression garments, BEAF worked with Sigvaris to produce a new range of sport compression wear. BEAF then approached a number of high-profile elite athletes who could endorse the products in order to gain market visibility. The product was of such high-quality and delivered such a tangible benefit to the athletes that the Team Sky cycling team wore the garments through their own volition. A great product, when placed in front of the right people, sells itself.

Once BEAF had delivered some credibility around the newly designed Sigvaris Sports brand and product, we approached the biggest retailers in cycling and sports wear with newly designed retail packs. Within 3 months BEAF had secured Sigvaris the biggest cycling and sports retailers in the country with 12-month forward orders.

### HEADLINE RESULTS

- 6 MONTHS TO DELIVER PRODUCT FROM IDEA TO REALISATION. FURTHER PRODUCTS PLANNED.
- TEAM SKY ENDORSEMENT / TEAM GB ENDORSEMENT.
- PRODUCT PLACED INTO LARGEST SPORT RETAILERS.
- BUYERS MEETING SECURED / 12 MONTH FORWARD ORDERS FROM MULTIPLES AND INDEPENDENTS.
- REBRAND TO ALIGN SIGVARIS WITH NEW SPORT VERTICAL.
- RETAIL COLLATERAL DELIVERED.



# CARMENTA WELLNESS

**Carmenta Wellness are a manufacturer of patented composite materials, which are used to manufacture spas and interiors.**

## DELIVERING A NEW PATENTED MATERIAL TO MARKET

**C**armenta Wellness design, develop, supply and install all required features of spa and wellness facilities. These wellness cabins (feat. opposite) are constructed from Carmenta's patented range of composite materials.

Carmenta Wellness is built on a strong engineering foundation which leads to continual innovations in material and equipment technology.

Such innovations have led to a structural, highly energy efficient and lightweight panel system for cabins which can be built, tested at the factory and installed in minimal time on site saving valuable construction time and cost.

The materials are all manufactured in Italy, and BEAF was asked to launch the materials to Europe.

Working with Carmenta Wellness, BEAF provided a 12 month marketing plan to launch a range of wellness cabins to the UK market.

BEAF targeted Architects, Interior Designers and Spa Consultants through traditional and digital mail shots.

BEAF also delivered a new website, distributor channels, new dealers and further monthly email campaigns. All events were also supported by BEAF.

Within 6 months of recruiting BEAF, Carmenta Wellness had secured over £500K worth of business.

### HEADLINE RESULTS

- WEBSITE/SOCIAL/EMAIL MARKETING DELIVERED.
- EVENTS SUPPORTED.
- MONTHLY EMAILS TO TARGET AUDIENCE.
- £500K IN REVENUE GENERATED IN FIRST SIX MONTHS, FROM STANDING START
- MONTHLY BLOGGING AND AUDIENCE ENGAGEMENT DELIVERED.





# COFFEE?

We are passionate about UK Manufacturing,  
and the creation of new products, brands and  
services.

If you fancy a coffee and a chat, then we  
would live to talk to you.

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