

**Case study: Print-Leeds, UK**

# Supporting investment plans

## Challenge

To finance investment in a new printing press, finishing equipment and software system that would enhance the business proposition of a specialist print company.

## Solution

Mitsubishi HC Capital UK (formerly Hitachi Capital (UK) PLC) structured a deal that utilised the CBILS – in which all interest costs from the first year of the agreement are paid for by the British Government – as a deposit for two CBILS HP agreements. Print-Leeds also qualified for a grant from the Leeds City Region Enterprise Partnership.

## Result

Print-Leeds has expanded its business activities with a new self-adhesive label division and is proud to be one of the most technologically advanced printers in the UK.



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## Understanding the needs of the business

### Background

Founded in 2001, Print-Leeds originally started life in 1986 as a reprographics company. Over the last decade, its work has diversified, from printing on synthetic substrates for shop displays and point-of-sale materials in the mid-2000s, to producing various types of labels, packaging, retail shelving displays, posters and signage.

The company has over 30 employees and its customers are mainly from the food and beverage, hospitality and travel industries. It also serves high-street retailers, craft breweries, as well as e-cigarette and confectionary companies.

### Business challenges

Print-Leeds received a new request from existing customers to carry out print runs of self-adhesive – rather than wet glue – labels. However, this could not be carried out using the company's existing presses. To this end, £1m was required to invest in a new printing press, finishing machine and software system to enhance the company's business proposition.

Print-Leeds has traditionally used finance to acquire its equipment. Printing presses are expensive investments and finance represents a more affordable option. The company had approached bank-based

funders that it had used in the past, but all were reluctant to support the investment. Certain policy changes (owing to COVID-19) also made it harder than ever to acquire the necessary financial support.

### The solution

Print-Leeds was introduced to Mitsubishi HC Capital UK by print press manufacturer Screen Europe (UK). To support Print-Leeds, Mitsubishi HC Capital UK structured a deal that utilised a CBILS loan as a deposit for two HP agreements. The company also qualified for a grant from the Leeds City Region Enterprise Partnership which helped further ease cash flow.

“Our biggest obstacle was trying to put the finance in place ourselves,” explains Owner and Managing Director Rod Fisher. “Having a manufacturer team up with a finance partner has made it so much easier. Mitsubishi HC Capital UK understood what we were trying to achieve and offered a suggestion of how to maximise the CBILS loans. The whole sales process was very reassuring.”

### The result

With the financial solution in place, Print-Leeds is steadily getting back to the levels of business seen in previous years. Although it is early days for the

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Rod Fisher, Owner and Managing Director, Print-Leeds

new equipment, Print-Leeds has new salespeople in place to promote its diverse product range. “I have every confidence that it will be a success,” says Rod.

The company is expecting to expand its business, and the machines will pay for themselves with the increase in production time. “We'd been planning the expansion for a while, but couldn't have done it without Mitsubishi HC Capital UK,” adds Rod. “If not for them, we simply wouldn't have been able to diversify.”

“Mitsubishi HC Capital UK always had a positive outlook and really believed that the investment was the right step for our business in meeting changing requirements and delivering new products. The machinery and software will also keep us at the forefront in terms of our technical capabilities.”

