



Welcome to the new 'New Vision Packaging' website. Our company has been in business since 2006, with our first website launching back in 2008, so we've been due an update for some time. I hope you like what we've done, and that this website best conveys the skills, energy and passion that we have within our team at New Vision. This is the first of what I hope will be many blogs and, along the way, we may invite one or two 'guest bloggers' to contribute. We certainly don't want this area to become one long sales pitch, but I do want to explain in a little more detail my philosophy to business and some of the guiding principles that we adhere to at New Vision Packaging.

Key to the success of our business has been one simple, seven letter word; **SERVICE**.

Now, I know what you're thinking... You're thinking, 'yeah, yeah, here we go again. Another packaging company telling us that their service is second to none'. In many ways, you'd be right. Service is the greyest of areas and if you visit any major packaging exhibition you'll find every exhibitor telling you that their service is better than the competitions. What one man considers to be good service, will be the worst service in the world to another. So it's almost impossible to put good service into words. In fact, I think Donald Rumsfeld, the ex-US Defence Secretary, could have been talking about service when he said "There are known knowns. These are the things we know that we know. There are known unknowns. That is to say, there are things that we know we don't know. But there are also unknown unknowns. These are things we don't know we don't know". Get it??

So how can I say with such confidence that New Vision delivers on our service pledge? In fact, all I can tell you is what good service means to me, and hope that you agree with me. For one thing, we're always there for our customers. 24 hours a day, 7 days a week. If you can't contact one of us immediately, a message or an email will result in one of us contacting you regardless of the unsociable hours. But it's more than just this.

Service is really about delivering on your promises. It's about telling our clients how we intend to react to their requests, and then doing exactly what we promised to do in the most professional manner. This can often be time-consuming and create an extraordinary amount of work, months and months in advance of the project proceeding. But I believe it is this that helps give us the edge over our, often larger, competition. It's about real commitment.

In the end, service is about a personal approach to business. It's about caring for your customers and whilst many of the UK's major packaging suppliers have advantages over a small business like ours (scale, I suppose, being one), they cannot touch us for simply caring about our customers. I am proud of New Vision Packaging and, as the founder, Managing Director and major shareholder, I believe that the service we offer helps our customers run more efficient and profitable businesses. So our service offer will always be a personal affair and whether your dealings are with Rachel, Katie or I (or, as in most cases, all three of us), you can be sure that we treat your requests with the absolute priority, care and attention. We won't always get it right, but I can promise that we'll always care.

As I said at the start, Service is the most difficult thing to put into words. So why not see if my words are true; give me a call today on 07702 706589 and let us show you how we can save you time and money, and hopefully make your day a little easier.

Best Regards

*Steve*