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SWF Case Study

Arden Winch armed with the world's first 1200spm multi-head embroidery machine on the market today

The Sheffield based company, which also operates a second branch in Nottingham, capitalises from using SWF embroidery machinery in terms of speed and increased production capacity

Arden Winch, which dates all the way back to 1812 when it was then called R. Richmond & Son Brush Company, not only supplies an extensive range of PPE, but also operates an in-house embroidery and heat seal department, which continues to grow rapidly.

The ever-evolving company provides a wide range of workwear, uniforms, corporate wear and sports/leisure wear. Possessing its own in-house logo department, Arden Winch can apply embroidered and heat seal logos to almost any garment. Since the arrival of the KS Series on the 01 February 2018, the company now owns six SWF embroidery machines, with 36 heads in total, which means the production facility is capable of producing over 400 embroidered garments per day. In addition to this, it has its own vinyl cutting machine, heat seal presses. Embroidery logo digitising is done in-house with the help of the latest Wilcom software, samples can be produced and amended, where necessary, very quickly.

Arden Winch pride themselves on being "large enough to compete but small enough to care", generating one-off bespoke logos and designs, as well as large repeat orders of multiples of thousands for companies, councils, sports clubs, and student societies alike.



Arden Winch's Extended Embroidery/Logo Department

With 42 members of staff and turnover increasing, to an estimated £5 million in 2018, the company really means business.

With over 35 years' service with the business, Managing Director Steven Barker has spearheaded their move into embroidery. He told us: "We're an adaptable company. We embroider logos onto anything from polos, t-shirts and sweatshirts through to hats and high visibility garments.

Our state-of-the-art embroidery suite puts us in a very unique position. The turnaround on orders is shorter than that of our competitors, who would normally subcontract this work out, it also allows Arden Winch to be much more competitive".

YES Ltd specialises in bringing technology to market in the garment decoration industry. Their success has been built on specifying quality embroidery and printing machinery that is technology driven, adaptable and profitable, backed up by outstanding customer service and support. They met with Arden Winch over 10 years ago, as Mr Barker needed a specific type of machine...



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"We were looking for a machine that was capable of embroidering two different designs at once using one machine. YES Ltd were the only company offering this technology, and as soon as we spoke to the team, we were confident that the SWF dual 8 head machine would provide us with the productivity capability required.

He went on to say: "We have never strayed from the SWF brand. I've never understood why other companies have different brands of embroidery machines in the same department.



The unloading of the KS Series 6-Head at Arden Winch's Premises

Continuity for the staff at Arden Winch is key. They know how to work the machines and they are confident that every machine will produce quality embroidery and intricate designs. SWF machines have increased the sales of uniforms and workwear by huge amounts. This level of business amounts to a third of our overall turnover now."

When asked why he was so keen to order the new KS Series pre-P&P Live! 2018 (before



he'd even been to see it), his instant response was "The speed"! When he did arrive at the show, he was bowled over by how quietly it runs. He enthused that: "The KS 6-head provides increased productivity without the noise – multi-head high speed machines, in the past, have been too loud..."

It's exciting to have the first 1200 stitch per minute embroidery machine. No-one else in the UK has this machine yet. Return on investment for all our machines

has always been roughly 12 months, and I'm expecting the KS series to perform no differently."



The New SWF KS Series 6-Head sat in pride of place at Arden Winch

Mr Barker further explained that: "Being sustainable and reinvesting back into the business is a fundamental part of growth. Numerous companies resist spending on new machines, but this is not going to help profits the next year and the year after. The plan is to add a new machine every year. In January 2017 we completed a large extension to



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our logo department and already have the foundation piling in place to double the size of this extension in the future.”

When asked why Arden Winch continues to use YES for all its machinery supplies, he responded: “YES is fairly local to us. Whenever we need to contact the team, they are always helpful, turnaround is quick, and they supply the perfect solutions to fit our growing business needs.”

The team at YES are delighted that Arden Winch have enhanced their business with our machinery over the past 11 years, and look forward to more developments in the future.

ENDS

If you're interested in the SWF range, then contact YES Ltd on 01623 863343, or visit the website at www.yesltd.co.uk, or email us at hello@yesltd.co.uk.

Your Embroidery Services Ltd

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