



Your Business, only Sharper



Our aim is simple

Looking smart isn't the same as being smart. We can increase your sales by helping you to bring not just your marketing, but your whole business into focus. We do this by working either independently or in partnership with your team to develop a more targeted, coherent, inclusive approach to sales. From refining products and their positioning, to meeting buyers, developing your sales network and opening doors to new opportunities, we use our strategic blend of skills and experience to make your business bigger, better and more profitable.

We're in the perfect position to help you

In the 27 years we've been working with companies to help them achieve their full potential, we have collaborated with some extraordinary people. Working as an integral part of the Triplicate creative team, these experts have the contacts, experience and the ability to open doors, speak on equal terms with buyers and other influencers and implement strategies that will elevate your business and give you more opportunities for success.

We know we can make a serious difference to your bottom line

We aren't consultants, so we don't write reports and leave you to do all the hard work. We take an unbiased look at your company from the inside out, identifying what makes you brilliant and what may be holding you back. We then spend our time stimulating more focused sales activities. This can be achieved by refining or developing more targeting products, or by searching for market opportunities and making them a reality. We also work within your team to develop targeted, relevant, highly strategic communications that will attract the attention of your clients, motivate your staff, decrease your inefficiencies and increase your sales.

Tretzo /

CASE STUDY



Geoff Clarke
MD Tretzo

After years of boom and a few months of bust, traditional areas of manufacturing have become a no go area for businesses located in the UK and Ireland. But just because making things here no longer makes fiscal sense, doesn't mean there aren't opportunities to be had. This is the story of how a Northern Irish manufacturer has succeeded in repositioning itself so drastically, that it has attracted attention from renowned architects, interior designers and the world's design press.

Tretzo, bathroom furniture manufacturer for Jacuzzi, Farmiloe's and CP Hart and the creator behind the UsTogether design collective, has evolved into one of Northern Ireland's most exciting companies. Once a manufacturer of traditional bathroom cabinets, Tretzo now supplies exclusive designs to Jacuzzi, CP Hart and Farmiloes, (three of the largest and most respected names in the UK bathroom market), and has their luxury products on display in international designer bathroom showrooms.

Currently with more prospects than a young graduate in insolvency management, the company has been involved with Triplicate's Sharper Business programme for over 10 years.

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Tretzo



Triplicate first met Geoff Clarke, Managing Director of Tretzo when the business was called C & R Furniture (Armagh) Ltd. Like many of our clients, he had never worked with a design company before. Operating for many years in Armagh as a manufacturer of mid-market traditional bathroom furniture, the company was beginning to look its age. It was plagued by slow, laborious, expensive business processes and it had begun to slow down.

To begin the relationship, Triplicate re-branded the company as Tretzo in a partial resuscitation attempt, but its sluggish operational structure was still struggling to generate profit in an ever more competitive marketplace. The company had a lot of staff members, who had to service many more individual customers as well as design, manufacture and sell each and every product. There was a lot to do but not enough income or interesting projects to generate a sufficient satisfaction or profit.

Enter Alan Marks and the Sharper Business team. Rather than just repackaging what Geoff was trying to sell, writing him a report of recommendations and leaving the rest up to him, they tackled the project head on with him. Firstly they identified a new target market – large bathroom brands who manufacture ceramics, but haven't the ability to create furniture to match. The next step was for Tretzo, with the help of Triplicate's creative team, to develop a range of products that would be sold as own brand products. This would create a mutually close relationship that would raise Tretzo's profile

in the industry, bring them a more easily attained income without the need for a sales network and would facilitate the transition of the company from large and complicated, to small, flexible and efficient.

The Sixes range was developed to reel in the buying power of leading global manufacturer and distributor of bath products, Jacuzzi. Geoff and the Triplicate creative team designed the products with a contemporary feel that not only appealed aesthetically to the global company, but solved a problem for them - they could access high quality product without having to worry about continental lead times.



The designs were in place, now it was a case of impressing the Jacuzzi team. Prototypes were showcased in the Triplicate offices and the Jacuzzi buying team were invited over. The combination of high quality, well made product and instant design-led communications sealed the deal with the UK arm of the company, representing another milestone in the transformation of Tretzo.



The next stage in the process was to develop a way of opening doors to more lucrative sales with some of the big players in the bathroom market. Triplicate's Associate, London based product designer and architect Jack Woolley and his close collaboration with Geoff and Alan, led to the development of Ebb – a completely new concept in bathing. Designed for the large architectural spaces seen in designer homes around the world. It was a show stopping piece that wowed the design community at its launch at 100% Design in London 2005. Two more concepts, Loop and Line were then developed and packaged under the UsTogether design collective brand.



UsTogether's appeal lies at the very exclusive end of the luxury market. So we matched Tretzo with another Triplicate Associate, Giles Kennedy, a credible, respected expert in the fields of fashion and interiors. He is working hands-on with Alan Marks and Geoff to help UsTogether find its place in the global design scene. And it's working. So far

the company has carved itself a relatively small but highly sophisticated audience and is for sale in the Middle East, the USA, Norway and the UK. It has been given pride of place in Jason McClean's House at Cannes (www.thehouseat.com) and has managed to gain extensive editorial space in UK magazines like Elle Decoration, The Saturday Telegraph, The Sunday Times and numerous design led publications from around the world.

However, taking a traditional furniture manufacturer from Armagh and pushing them not only back down the challenging path of managing their own sales channels, but towards an exclusive and ultimately limited client base may seem like a step too far in the wrong direction for many, but there was a clear reason why UsTogether was a strategic decision that would make a serious difference to Tretzo's core business.

The striking designs have done exactly what they were designed to do; show off Tretzo's ability, creativity and experience to maximum effect. UsTogether was more than enough to attract the attention of the UK's most exclusive bathroom retailer CP Hart, and on top of stocking and supplying Ebb, Loop and Line throughout the UK, Tretzo is now one of their largest suppliers of bathroom furniture.



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Tretzo



The latest project for Tretzo was instigated by Geoff and Giles with the help of our in-house product designer Stephen Wolfe, a new range of bathroom furniture has been created specifically for English bathroom supplier Farmiloes. Branded 'Elements', this series of contemporary modular units are the first and only pieces of furniture to have been made specifically for their very popular Catalano range, opening up many opportunities for Tretzo over the coming months to develop new business from other Catalano dealers throughout the world. The nature of Farmiloe's business and the high sales targets they set for their team, gives Tretzo the luxury of having their products stocked without having to invest in a serious marketing strategy.



This transition from a struggling traditional furniture manufacturer to a successful, dynamic and highly flexible organisation, has shaped what was C & R Furniture into a completely new organisation. The evolution of the business was guided not by reports or graphs or management consultants, but by the hands-on actions of the Sharper Business team who have worked alongside Geoff to turn his company in a new direction. We continue to work with him to give it the strength, flexibility and creativity that it needs for survival and growth in the uncertain but exciting market of today.





