

BUSINESS GROWTH BULLETIN

BRAND SUCCESS WITH BESPOKE PRINTED GRAPHICS



High quality branding, printing and signage that doesn't cost the earth!

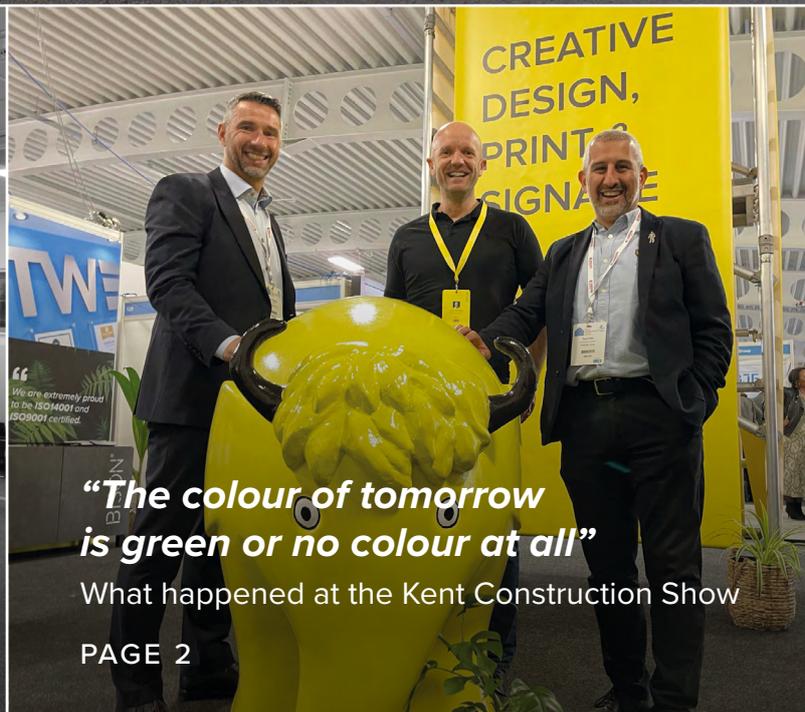
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"It's put us in the place we need to be able to grow"

From 'Computer Rescue' to 'Munio'

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"The colour of tomorrow is green or no colour at all"

What happened at the Kent Construction Show

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Companies now must share not only what they stand for, but what they stand up for

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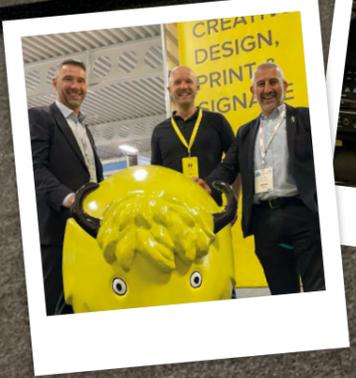
“THE COLOUR OF TOMORROW IS GREEN OR NO COLOUR AT ALL”

CREATIVE DESIGN, PRINT & SIGNAGE WITHOUT COSTING THE EARTH

Since 2020, BISON has undergone a major 'planet first' overhaul, including 58 solar panels on our roof, making us 85% off grid, electric vehicle chargers and an upgraded heating/cooling system that has reduced our carbon by 75%. We also now offer sustainable products as standard including recycled, recyclable materials and vegan inks.

To find out more about how BISON can help you and our planet speak to one of the team or scan here

MADEBYBISON.CO.UK



CREATIVE DESIGN, PRINT & SIGNAGE

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BISON



Quote: Key note speaker Guy Hollaway of **Hollaway**

Main picture: Jo James, OBE Kent Invicta Chamber of Commerce and Mark Bidewell of BISON. Also featuring Bruno Bisophant – one of 81 Elephants who helped raise £312,750 for Heart Of Kent Hospice



BISON Stand 123 at The Kent Construction Show

Scan here to see what happened on the day!



GOOD COP, BAD COP26?

During October we exhibited at Kent Construction Expo, our first show post world wobble. Wow, what a great day that was meeting so many faces old and new with a real buzz back in the room!

The day began early with a networking breakfast that included the wonderful Jo James, OBE (pictured left) and a very inspirational talk from leading architect Guy Hollaway – his closing words I will never forget ... **“The colour of tomorrow is green or no colour at all”**

Three weeks later it's COP26 and once again the whole climate justice thing is lodged firmly front of mind!

“88% of consumers believe companies can influence societal change - that they should take a lead in addressing environmental issues by providing more sustainable products”

As it so happens one of our key objectives at this year's Kent Construction Expo was to demonstrate you can have high quality, high impact printing and

exhibition graphics/signage produced sustainably, or as we put it *“without costing the earth!”*

We had many compliments on the day about the quality of our stand with an equal amount of people amazed to hear of the environmental positive origins of what we produced.



Business Cards: Vegan ink printed on 100% post consumer waste recycled kraft card

And having spent the last 18 months rebuilding the business to support climate justice (ISO certification, 58 solar panels, 95% plastic free packaging...) COP26 actually became a milestone date for us to 'show up' and take stock of where we were at. Towards the end of this issue you can read our journey so far and how we feel this could benefit you.

Mark Bidewell Managing Director



BISON pledged to become Net Zero by 2030

See Mark's interview with sustainability certification, Planet Mark

**Financesonline.com*

What we do



Office Graphics



Reception Signage



Business Cards



Exhibition Graphics



Digital Foil



Vehicle Graphics



Branding & Brand Development





munio

FORTIFIED IT
& CYBER SECURITY

www.munio-it.co.uk



Pictured: Computer Rescue's original vehicle and branding

“It’s put us in the place we need to be able to grow”

CEO, Jason Lydford, talks about the journey from **‘Computer Rescue’** to **‘Munio’**

For over 16 years Computer Rescue have been a trusted name in IT Support in and around South East and London.

As part of a 2021 expansion plan Computer Rescue relocated their headquarters to much larger, modern offices in Faversham. It was a move that would enable them to not only scale-up but provide a resource centre for local businesses and to host business talks and meetings – a strategy also to reposition them as leaders in their industry.

CEO, Jason Lydford initially reached out to BISON for some ‘Computer Rescue’ branded signage. Having worked with Computer Rescue for many years the company’s impressive

evolution and diversification was front of mind – how they had gone from a small reactive ‘man in a van’ business to an organisation that now proactively helps SME’s to operate their IT equipment and infrastructures friction free.

The upshot of all of this – a golden opportunity to review the look and feel of the business. So we invited Jason and the team to go on a BISON Blueprint journey ...

Step 1: Define

This started with a visit to their new offices and a discovery workshop where we gained an even deeper understanding about where the company was and where they wanted to get to. What was comforting was Jason was open to exploring all ideas.



Step 2: Create

After the workshop, comprehensive research was conducted followed by a brand review presentation a few weeks later. This included a subtle polished version of the existing look as well as a more radical make over full name change to Munio.

Why change the name?

Munio is a Latin word for Secure, Fortify and Protect. The company was a completely different business to when it was created back in 2005 - these three words signified exactly what the company now stood for. They also provoked conversations such as “why Munio” with the translation acting as a rather bold, impressive rationale!

In view of the fact Jason was picking the business up, relocating and changing the name completely, there were naturally some concerns. We encouraged Jason to get some consumer feedback (which went very well) as well as comforted him with other brands who successfully took the leap of faith – great examples provided included Google (formerly BackRub) and Nike (formerly Blue Ribbon Sports) – imagine asking them to go back to the old names! Ultimately, pairing the word ‘Munio’ with ‘Fortified IT Support and Cyber Security’ gives a name which tells a story, while also making it completely clear what the business offers.

We delivered:

- New brand identity
- Branded internal and external office signage
- Business stationery
- Website skin
- Digital assets
- Brand guidelines

Step 3: Make

After serious consideration, Computer Rescue became Munio and the plan that was set out to implement the new branding began. This included branded office graphics, signage, business cards as well as digital assets from email signatures to social media graphics. Everything was consistent and crafted to build recall and confidence in the new brand.



Step 4: Achieve

In a world where you can be anything you want to be, Munio became a milestone to signify a good IT company becoming great.



We sat down with Jason to talk about how he found the journey from Computer Rescue to Munio and where they are as a business now.

BISON: Hi Jason, thanks for your time today and sitting down to talk with us. First off, tell us what it was like before we started this project.

Jason: Computer Rescue has been around for 16 years. In that time, we haven't really had a refresh at all, nothing at all like we've done with this. This is a total refresh - a new start, exactly where we need to be and exactly where we wanted to be - you've absolutely hit the nail on the head.

B: That's great to hear. We go back quite a long way don't we?

J: Yes, we've worked with BISON, or Bison Pulp and Paper for many years - Mark was one of our very first customers. We've had a very long and a very good working relationship with BISON.

B: What made BISON's offering stand out from anyone else that you could have used?

J: Originally, we were just going to update our logo a little bit. A couple of months down the line, we've got a new name, new colour, new logo, new features, new everything - all of which supports where we need to be.

The whole BISON team has been so positive and so motivated and build a very good argument for why you should be doing this.

B: Was there anything that almost prevented you from going through with all of this?

J: We already agreed that we wanted to rebrand, to upgrade. It's a discussion I'd had for some time, that Computer Rescue as a name doesn't fit with what we're doing now. From talking to BISON, it was clear you were on the same page as us. Our initial thoughts, as a company who haven't invested in anything like this before, obviously, there was a cost element - do we want to spend that much on our brand? But I have to say, it's worth every penny.

“Everything supports where we need to be”

B: What you've gone through is quite a drastic change. Would you mind sharing about what went on behind the scenes and how your team responded to it?

J: It all went about very quickly. When we first engaged BISON, it was about maybe coming up with a different logo for Computer Rescue; maybe modernising our brand name and brand image a bit more. That soon evolved into trying different things.

After your initial presentation, we showed our management team and spoke about keeping Computer Rescue, changing to CR-IT, CPR and there wasn't much of a reaction. Then we presented the 'Munio' concept, and everyone just went silent. You could see their heads going, 'hang on, actually quite like that'. It's totally radical, but seeing how it all came together, along with the explanation

of what Munio actually stood for, it all clicked.

B: Have you had any comments?

J: It's a very radical change, so I spoke to the majority of our customers ahead of the launch and sent a video out explaining what was going on. Absolutely everyone's come back saying what a great idea. We should have done it before!

B: Is there anything that exceeded your expectation about working with us in this project?

J: The team were brilliant. From coming up with the name in the first place, guiding us in the right direction and the guys that came down to install - everyone was brilliant, absolutely brilliant. We were told what was going on at every point, the whole process from start to finish has been brilliant. Couldn't have asked for it to be any better.

B: What would you tell someone considering using BISON?

J: Yes, we would recommend it – you do really do get what you pay for. If you've got a company that is needing a rebrand, or just need an updated image, BISON are a perfect fit. Nowadays, you can do everything on a budget – for example, we know that you can go and purchase IT equipment on the cheap but is it going to deliver everything that you need? Probably not. Same with branding.



I would encourage people to get over the cost element and actually look at the quality of the work. Additionally, simple things like the letterheads and

“I have to say, it's worth every penny”



business cards that BISON created for us - we've been in business for a long time, we've never had quite the overall quality of what we have right now. It's a case of making your decision and sticking with what you actually want to achieve. If you're going to do it, do it properly.

B: Anything we could have done differently?

J: I don't think so. We were given time to breathe, think and even change our mind. We didn't change our mind, but you did give us the opportunity. It was a very smooth process from start to finish. I wish we'd done it sooner!

B: Any other comments?

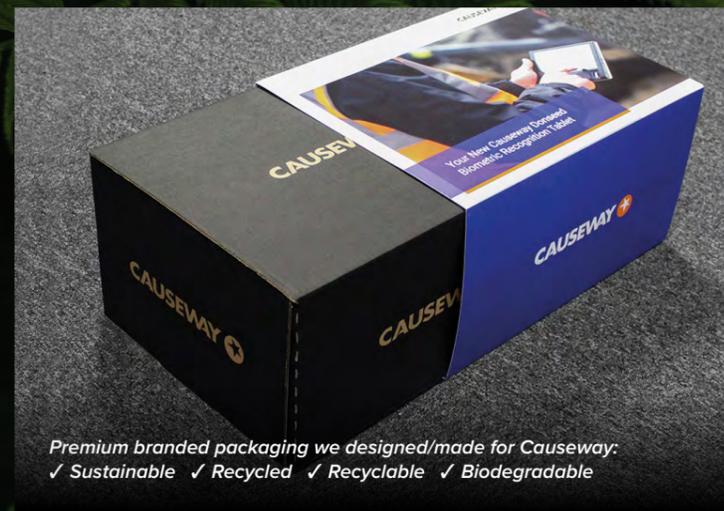
J: The job was brilliant and the team were fantastic. For us, this is the first big project we've done since we started, so this was a big deal for us! One of the biggest takeaways from this was the fact that we knew where we wanted to be. To have that consultancy from BISON to steer us in the right direction was very reassuring. It has put us in the place we need to be able to grow. We're so happy.

Is it time to review your brand?

Call BISON today for an informal chat on **01622 677 541**



Large format printing using eco/vegan friendly inks and medias



Premium branded packaging we designed/made for Causeway:
✓ Sustainable ✓ Recycled ✓ Recyclable ✓ Biodegradable



White ink printed plastic-free biodegradable/recyclable packaging as standard

Companies now must share not only what they stand for, but what they stand up for



Bamboo tissue paper



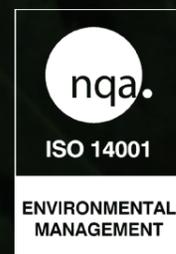
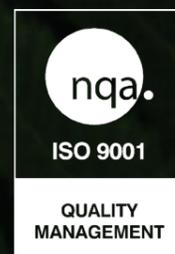
New heating & cooling system - over 75% reduction in carbon impact

At BISON, the sweet spot is the place where creating high quality, inspiring and exciting work brings value to the customer first, without creating pain or suffering to any creature or planet Earth.

fifty-eight solar panels on our roof, making us 85% off grid/100% renewable energy, electric vehicle/chargers, an upgraded heating/cooling system that has reduced our carbon by 75% and we are currently working on our 'BISON Village' at the rear of BISON HQ, which includes a nature area, outdoor living/working/workout.

Reviewing our impact
We have also reviewed all of our products, services and packaging – our printing uses vegan inks, our materials are ethically sourced, we are zero to landfill and we have reduced plastic in packaging by over 95%.

People and the Planet
As a result of these continued efforts, BISON has recently been awarded ISO 9001 and ISO 14001 certifications, recognising our commitment to quality management systems and environmental management. These certifications, granted by the International Organisation for Standardisation (ISO), celebrate our focus around two key areas – people, and the planet.



Managing Director, Mark Bidewell says...

"BISON is aware that the climate situation is getting worse, not better, and every team member understands they have a part to play in helping to shape what happens next.

We see it not only as a challenge but as our duty to make ethical and environmental alternative choices exciting and compelling to consumers.

The whole team is motivated by this and well informed of developments that support this movement, and has continued throughout this journey to take every possible opportunity to adapt and grow.

Ultimately we are a purpose lead business which makes coming to work most fulfilling."



58 Solar Panels on BISON contributing to 85% off grid renewable energy created

From curious to courageous we're always keen to help and collaborate with other businesses on this journey.

Talk to us today on **01622 677541**

Where are you on your climate journey?

We put it to the people and asked the question, 'what action is your company taking?'. The results and comments were very interesting!

1: Climate Courageous - 28%

We are taking brave and bold action that sets the pace for others when it comes to addressing the climate emergency. We are leading the charge, being climate courageous with our radical strategies to improve ourselves and others.

2: Climate Committed - 53%

We understand the severity of the climate emergency. We have already begun to take action, and are ready to roll up our sleeves and get stuck in further to combat climate change.

3: Climate Curious - 13%

We have not yet taken action, but are curious to understand more about the climate emergency and the impact on your business and communities. Open to learn, reflect and share.

4: Climate Not Interested - 7%

This is not something we are interested in taking action on at present.



James Gray

Digital Marketing Manager, Wonderful

Honestly, I think we lie somewhere between 3 and 2, thankfully almost all of our work is done in the digital space - however, fully aware that still requires energy etc so being aware of how green our energy supply is, as well as keeping staff commutes down (and remote working up where necessary) is all contributing to the net result.



Luke Quilter

CEO, Sleeping Giant Media

The main reason for wanting to be a bit more vocal was COP26. So much talk about massive infrastructure projects and energy. Little, (none that I saw) talk about a small change everyone could do right now, and just eat less meat and dairy. Don't go vegan if you don't want to, just cut back and make an instant impact, or let's wait for massive infrastructure changes that cost millions and hope for the best.



Mark Stephenson

Product Manager, Fujifilm

Speaking personally, halfway between 2 and 3. The spirit is willing but the flesh is weak.



Aaron Woods

Sales Account Manager, MPR IT Solutions

Things such as working from home more, eating a more plant based diet and remote meetings when possible is not only going to make a huge positive impact on our carbon footprint, but would makes our lives easier!



George Barnes

Energy & Sustainability Consultant, JRP Solutions

If I was anything but courageous I should be slung out of my job by my ear! I too have been reticent to bang the drum in my daily life until recently. I am now of the opinion that the most immediate change comes from education and information, in both a professional and a personal setting. If you have the knowledge and the passion, bang the drum and pass it on.

Meet the team



MARK BIDEWELL

Managing Director



JENNA BIDEWELL

Client Success Manager



CHRIS CASS

Production Manager



CHARLIE HOWDEN

Client Success Adviser



MATT BARNES

Head of Creative



KAI BOHANNON

Large Format Specialist

Come and see us



To arrange a visit please call Jenna or Charlie today on:

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BISON®

Where branding, printing and signage doesn't cost the earth