



Latcham

Hitting the ground running – together

**Wishing you a happy
and safe 2021!**

I am pleased to report that Latcham has concluded a successful year in 2020 and has continued to drive our business forward, despite the challenges presented by the COVID pandemic.

As we kick-start 2021, I wanted to update you on some of our plans for the coming year to continue to develop Latcham and to support our customers...



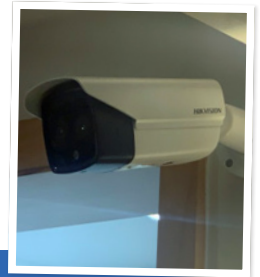
Safe and sound!

Latcham has remained open throughout the pandemic, having fully implemented all of the COVID safe requirements and worked closely with our customers, staff and suppliers, to ensure their safety and continuity of service.

I would like to take this opportunity to thank you, our customers, for your support throughout.

As we now enter the third lockdown, we are confident that we can continue to operate and that all of our contingency plans are well rehearsed and in place.

Temperature scanner



Brexit

Whatever your views, I am sure that we are all relieved to have avoided a 'hard' Brexit. The direct impact of Brexit for Latcham and our customers is minimal. Despite this, Latcham has taken steps to increase stock levels for supplies, in the event they may be impacted.

Post and print are zero tariff under WTO rules in any event, but there may be some disruption to come for deliveries to Europe, and we are working closely with postal and parcel partners to understand and plan for any extra administration requirements.

Regulations for the processing of European data is to continue to be subject to existing regulations (GDPR), whilst negotiations are underway to reach new agreements. It is anticipated that new arrangements will have been agreed between the UK and EU authorities by June 2021.

Latcham will work with the Data and Marketing Association to keep our customers updated of any potential changes.

What's new for 2021!

We are confident of growth in 2021, as we start the year with a strong order book.

Latcham is now finishing off a round of **modernisation of our principal digital print solution**, moving from toner-based colour digital print to inkjet high quality print.

Our recent investments have included **RICOH high speed continuous digital colour and x4 Cannon high quality colour digital** printers. This is complemented with investment in our **machine enclosing equipment with Blue Crest**, which includes in-line high integrity tracking for fulfilment of sensitive and compliant communication.



Digital transformation – Digital transformation, and digital first is a continuing theme for many of our customers, and we have developed integrated digital and e-delivery solutions. They enable single integration to customer system to cross media output via email, web, print and mail.

Hybrid mail – Latcham's hybrid mail solution continues to grow, with a number of customers now fully outsourcing all of their mailing requirements to Latcham, as head offices and post room facilities remain shut.

Our hybrid mail solution is an easy way to outsource all the ad hoc office print and mail which typically would have been produced within our customers' offices.

Hybrid mail sits nicely alongside our sophisticated data processing, document composition and fulfilment solutions which may be more appropriate for more challenging campaigns and projects.

Print management – Latcham has been continuing to develop our fully managed print services, led by our print management team. We have been expanding our on-demand print solutions, web catalogue, and further automation of our order processing solutions to deliver a slick on-demand print, pick, pack and dispatch service to streamline our customers' business activities.

Cloud services – Latcham is moving more of its services to secure cloud-based hosting solutions and this will continue in 2021, with a major investment in our IT services to continue to ensure that our digital services are hosted within a highly resilient and secure environment.

Contact us to find out more...

T 0117 311 8200 latcham.co.uk

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A new look for 2021

Latcham Direct will now be trading as Latcham as part of the introduction of our new branding from the beginning of 2021.

This has been so much more than a “new look”, although we hope you like the refreshed branding. Our marketing team has led a full review of our brand positioning and values, to ensure our overall strategy remains relevant to the varying needs of the sectors we work with, and develops the business in a way which delivers best value to you, our customers.

This can be seen in the business’s broader service offering which now spans document, marketing and product fulfilment, print management, and data and digital services.

It also reflects the expertise in key sectors and specialist advisory, project management and technical skills we offer.

Please see addendum below for more details.

Investing in people

Latcham is proud to continue to offer high-quality employment. After all, it is the people at Latcham who deliver services to our customers, supported of course with investment in the best tools to do the job.

During 2020 we are also welcomed our new Sales Director, Les Keen, our new Finance Director, Peter Tapparo and Richard Sargent who is a Senior Sales Consultant for the Health Sector.

We have continued our apprentice training and development, and are planning for additional growth through the **Government Kick Start scheme**.

Carbon neutral by 2030!

We continue our journey to become carbon neutral by 2030.

With every new investment we are considering the environmental impacts and benefits, and in 2020, despite the pandemic, we achieved the following:

- 3 electric cars and a new full electric van
- Installation x 8 car charging points
- Continued with the transfer of digital print from toner to inkjet, to reduce to use of microplastics (toner!) and to reduce the energy required by 50%
- Switch electric supplied to carbon neutral, and have upgraded to lower energy lighting, heating and smart controls through our facilities
- Provide digital delivery alternatives with integrated cross media e-mail, SMS, and web-services solutions
- We have also continued our support for great initiatives such as Tree Aid, and Travel to Work Schemes.

All in all, we have reduced our carbon footprint by 146 tonnes in 2020.



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Summing up!

We have begun 2021 with a determination to continue to develop Latcham and to deliver a great service to our customers. No doubt COVID makes this a bit more challenging, however we have remained open throughout the pandemic, and I am both proud to lead such a talented team and excited about the future.

Please do contact your Sales or Client services team member if you would like any more details of our plans.



Mike Hughes
Managing Director

It has been lovely to be able to stay in touch with so many of you over these difficult months and we look forward to seeing you all in person, sometime very soon.

Thank you so much for your valued support and best wishes for a safe and prosperous 2021.

Addendum: Important information about our new look

You will see over the next few weeks that we will gradually introducing a new look to Latcham Direct. There are a number of reasons why we have chosen to do this, but most notably because Latcham has changed greatly since it was first established in 2010, from being purely a print, mail and fulfilment company to the provider of full-service, tailored, personalised communications and fulfilment solutions that you see today - and it seemed an appropriate time to reflect this change.

This is also the reason why we have decided to change our name from Latcham Direct to simply **Latcham**, to make clearer the broader range of services we offer and support plans to extend our portfolio in the future. There will be no change however to our registered company name which will remain as **Latcham Direct**, our company registration number or VAT number.

We have added new sector brands too, to help make the business easier to understand and highlight our particular areas of specialism.

The obvious main benefit for you will be our new website which launches in January 2021, where we have made it simpler for you to find the information you need. We have a new domain name too - latcham.co.uk - but don't worry if you type in our old domain name, as you will automatically be re-directed to the new site. You will see this in our email addresses too, for example mike.hughes@latcham.co.uk; again, no need to worry, as we will continue to receive emails sent to our latchamdirect.co.uk addresses.

Other helpful features on the new website include:

1. **Search capability, including filtering**
2. **Quick links to help you get right to essential information**

Great communication remains our passion, helping businesses and organisations to get their messages out there. And we have captured this in a sentence we feel best describes not just what we do, but which gets to heart of who we are and why we do it - **"to create meaningful connections between organisations and the people they serve"** - we hope you agree.

We do hope you like our refreshed look and of course always welcome any comments you have, so we can continue to improve our services to you.

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