



Gary with co-designer David

Background of business

Pride Design & Print Ltd is a family-run business based at the Royds Business Enterprise Park in Buttershaw. It was set up just over two years ago by Gary Pride, who lives in Low Moor and his business partner Steve Moore, who lives in Snaith. The company is now in its third year of trading and has created jobs for two local people.

Support journey

It was a bold step for Gary and Steve to give up their full time jobs to start their business. Gary had worked as a designer for more than 16 years, while Steve had the technical printing knowledge the venture needed. Choosing premises at the Royds Business Enterprise Park proved a good decision, as much of their work comes from other tenants of the park and the Buttershaw area. When former bank manager Helen Hoyle joined the Royds team as Business Development Manager she offered all tenants the benefits available through the Kickstart programme. Helen has supported Gary and Steve by discussing their strategic plans for the business. They also attend the tenant networking events Helen organises to enable tenants to promote their services.

Where they are now

Following strategic planning meetings with Helen the company made a substantial investment in a large format printing machine. This strengthened their offer by enabling them to supply posters up to 44 inches wide and of any length, either laminated or for display in promotional panels. In addition, the use of advanced digital printing technology enables the company to provide a quick turn-round for print jobs of up to 2,000 items. Customer satisfaction has led to new clients using their service. These include Bradford & Airedale Teaching Primary Care Trust, who have a year-round print requirement.

Background Information

Client Names: Gary Pride and Steve Moore

Ward in which trading or resident: Gary lives in Low Moor, Bradford; Steve lives in Snaith, near Selby.

Business Name: Pride Design & Print Ltd.

Business Address: Royds Business Enterprise Park, Buttershaw, Bradford

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