

# partnership

succeeding through innovation

**Case Study:** Easibind International Ltd. and De Montfort University

*"This KTP has put Easibind on the global map with major suppliers and international companies wanting to work with us on Innovation in Recognition, Identification, and Security (I.R.I.S) We now employ a talented and creative individual with the benefit of 2 years project management experience, all thanks to the KTP."*

**Harry Skidmore**  
Managing Director

## Background

Easibind International Ltd. is a business which specialises in product design print & manufacture of polypropylene. They are total solution providers in the areas of presentation, packaging and promotion, from a standard modular range through to a bespoke design service.

## Objective

The aim of the project was to enable the company to gain a competitive advantage by providing more affordable print to the end user. In addition they will also apply innovative software that will enhance the print process through the application of 3D Lenticular/ holographic technology.

## Company benefits

- Competitive advantage through innovative use of on demand printing.
- In-house designed lenticular products
- Increased orders from several major companies
- Website development including the creation of an E-card mini website
- Staff trained in image manipulation software

As a result of the KTP the company is now able to produce large volume 3-D lenticular printing and has a successful new sales strategy. They also have a technical expertise capability which will prove fundamental in the further growth of the company.

## Associate benefits

James Malbon has developed commercial awareness and gained valuable experience in a successful business environment, working with several prestigious companies. James is now employed as a full time Graphic Designer at the company.



**James Malbon**

*"The Knowledge Transfer Partnership has been a great learning experience, and opened up a new commercial world to me. It has helped to advance my career in a way which is relevant to my skill base and degree. I am excited about the new challenges and breakthroughs I will see in this role".* **James Malbon**

## University benefits

- This project is a leading edge example for holography research and has been used as a springboard to other research.
- Hi-tech equipment purchased allowing cross faculty usage.
- Student engagement with industry is real and focussed.
- Possible new KTP in a related area.

**Prof. Martin Richardson said:** *"This project has broadened the advance of 3D printing. The project has strengthened DMU's position as a leading provider of successful university and business partnerships."*

## Partnership outcomes

This KTP project provided the technical development platform for new 3-D Lenticular technology, positioning Easibind as the UK premier creator of lenticular printing.

The project has enhanced and developed the research strategy of DMU and the knowledge gained in holography has been embedded into both University and company.

## Get in touch

For more information about how we can help your business, call (0116) 257 7028 and speak to a member of the Knowledge Transfer Team, alternatively visit [dmu.ac.uk/ktp](http://dmu.ac.uk/ktp)

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