

## Polestar Group

The Polestar Group is Europe's leading independent printing company, producing a wide range of newspaper supplements, magazines, mail order and retail catalogues.

With operations across the UK, Spain and Hungary, it has an annual turnover of £500M and employs 5,500 people.

To secure Polestar's position in the increasingly competitive UK printing market, a decision was reached by the Group to invest up to £150M in a state of the art gravure printing facility. Gravure printing is a digitally-based process which provides enhanced speeds of printing, improved quality and cost savings, particularly for long print runs from 250,000 upwards.

Having evaluated a number of locations in the UK and Europe, the two sites which emerged as serious contenders in Belgium and Sheffield (Shepcote Lane). The key location criteria for Polestar included access to a large quality workforce, easy access to the motorway network and potential for rail connectivity.



Following an intense process, supported by Sheffield First for Investment, several key milestones were achieved for Shepcote Lane to be selected as the preferred site. These included a fast-track planning consent and the offer of financial assistance for both the site development (through the developer Gazeley Properties) and the capital expenditure (by Polestar). The Phase 1 facility (500,000 sq ft) was built in just over 6 months, and became

operational in April 2005. When fully operational, the Polestar facility could provide employment for up to 1500 people, across a wide range of skill levels. Considerable ongoing support has been provided by JOBMatch in the recruitment and training of the significant numbers of staff required to make this project a success.

*“The location of our new plant with access to the motorway network, and the reputation of the workforce in the region had a big impact on our decision making process. In addition to this, the attitude and co-operation given by the local authorities in Sheffield is a shining example to the rest of the UK of how to attract inward investment.”*

Barry Hibbert, Chief Executive, Polestar Group

To find out how Sheffield First for Investment can assist your company please call us



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