

spgprints[®]

Growth Strategy development and implementation

Developing and implementing a growth strategy for the leading textile and graphics printing company SPGPrints

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RevelX has done a great job in crafting SPGPrints' growth strategy. Working closely with our international management team, RevelX built a strong strategic narrative that speaks to all levels of the organization. This has been instrumental in bringing our strategy to life and materializing the business results.

- Garrett Forde
Chief Executive Officer at SPGPrints Group

About the client

SPGPrints is a global leading company in the textile and graphics printing market. It provides total system solutions: from screens, lacquers, inks, and digital engraving to a broad range of rotary screen and digital printing systems. Their unique rotary screen-printing concept allowed SPGPrints to move beyond textile printing and offer solutions for labels, banknotes, COVID-19 testing strips, and much more. SPGPrints has an international network of competence centers and a distribution foothold in over 130 countries. With a total of more than 200 employees the company realized an annual sales of around € 200 million.

The Challenge

Although SPGPrints is market leader in rotary textile printing its competitive position has weakened over the years and it lagged in the battle in digital printing machines. The board of directors realized that a long-term guide to realize growth was missing and needed a clear answer on 'where to play' and 'how to win' to stay in a market leading position.

Furthermore, SPGPrints had limited experience and power in designing and disciplined execution of strategic initiatives. As a result, (long-term) goals could not be (effectively) reached.



The Solution

First, RevelX developed a growth strategy playbook with and for the organization. RevelX conducted 38 in-depth interviews with international representatives of SPGPrints and 5 workshops to define growth opportunities, set an inspiring ambition, translated this into practical goals, and formulate a growth strategy for 2026.

The growth strategy exists of growth engines (which drive the organization's growth goals) and growth enablers (which support the realization of the growth strategy).

Furthermore, the team validated and refined the growth strategy with internal stakeholders and the Management Board of SPGPrints.

Secondly, RevelX supported SPGPrints in designing and building a Program Management Office to execute the growth strategy. In the execution phase growth engines and enablers were translated into seven workstream program charters and plans. Furthermore, RevelX developed the reporting framework for progress and benefit tracking and guided SPGPrints to optimize the strategy execution and its governance.

Results

The result of the project was a jointly developed and validated growth strategy which clearly describes 'where to play' and 'how to win' in order to continue and expand the success of SPGPrints.

Furthermore, RevelX accelerated the design and execution of the Project Management Office (PMO) to allow for disciplined execution of the strategic initiatives such that the goals set forth in the strategy playbook are reached effectively.

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