

CASE STUDY

On a rather grand scale – Developing a Business to Business approach in the creative sector



Elphius Flux is a creative business headed by Gwen Hopkinson. With a distinctive name and a signature look, the business has grown rapidly. Their business is upcycling but on a rather grand scale. The team reuses residential and commercial scrap to make items that are by turns distinctive and beautiful.

The business had developed a successful repeat, business to consumer, base who really love their creative pieces. This in turn had begun to spawn work which was on a significantly larger scale directly for businesses (initially emanating from owners of their consumer work).

D2N2 Growth Hub Business Adviser, Adrian Williamson (Chesterfield Borough Council) worked with Elphius Flux to get to grips with the issues specific to the new business customers. This involved significant consideration of systems, processes and especially planning for an enterprise now involved in larger deadline driven projects.

“All of us at Elphius Flux have found meeting with Adrian on a regular basis extremely useful. Due to the fact we are a small family business, we can often become insular regarding our view of the business and where we want to be. However, thanks to the ongoing support we have been able to come up with different approaches to expanding our market and building our business.”

- Gwen, company owner at Elphius Flux

KEY POINTS

- One to one mentoring with a creative enterprise to assist them while moving into a new business to business market.
- A more controlled and planned approach to delivery for the business market without loss of the creative ethic or enthusiasm.

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