



Paintman

A new era of growth for a family business

Sector	<i>Specialist paint supplier</i>
District	<i>Bassetlaw</i>
Number of Employees	<i>6</i>
Support received	<i>Workshops, mentoring</i>

The Client

Paintman Paint Ltd is a multi award-winning family business that specialises in the sourcing and supply of heritage paint for vehicle restorations and other projects.

It is the UK's leading supplier of premium quality enamel paint for projects which require an aesthetically beautiful finish, as well as a wide range of coatings, thinners, primers, undercoats and other accessories.

It is predominantly an ecommerce business, but prides itself on providing a personal service to all its customers to help them bring their restorations to fruition.



The barriers to high growth

Paintman has been in business since the 1980s, but the brand was taken over by current owner David Pickles in 2013.

In 2016, it moved into its own premises and has since achieved 20% year on year growth. In early 2020, David's son, Ali, came into the business with a view to sustaining its growth and implementing a succession plan beyond David's retirement, and he was looking for advice and guidance on the best way to achieve this.

The UpScaler solution

UpScaler has supported both Paintman's original management team, and the succession, where most projects would have refused this. The management team attended several UpScaler workshops, including sessions on strategic finance, which helped stress the importance of credit ratings and filing correctly at Companies House, when looking to acquire more new business.

The events also helped the company to discover new ways of working to become more efficient, as it gears up for future global distribution.

The impact

Following the workshops, the company has developed a strategic five-year business plan to help stabilise its foundations as it gears up for further growth. It has been working with a Finance Director to improve its credit rating, which has helped it to reach a more corporate client base.

It has also implemented a new customer service process and is in the process of redeveloping its ecommerce website.

"We absorbed a lot of what we learned at the UpScaler events, and implemented some of it into the business straight away. It helped us to refocus on where we are currently and where we need to be. There was a lot of information that I was already aware of, but it was good to both get a refresher and also get confirmation that we were doing the right things."

- Ali Pickles