

Lemon Zest Creative Ltd

A little about us

Staff Profile

Julian Ashton - Managing Director/Designer

Julian Ashton has 25 years experience in the industry and started his career on the drawing board at Odin Associates - a medium sized agency based outside Manchester. He was quickly promoted to become Assistant Studio Manager working on large campaigns. At the age of just 20, Julian, with a business partner, set up Premier Advertising Ltd. The company won a number of large accounts, including Chloride Motive Power, Tidy Britain Group (Encams) and Barlow Handling. During this time, he also worked inside (sub-contracted) large recruitment and advertising agencies such as Bernard Hodes, Macmillan Davies, TCS, Moxon Dolphin & Kerby and Barkers, working on blue-chip accounts such as Britannia Building Society, Iceland Foods, ASDA, Heinz Foods, British Airways, CIS Insurance and Swinton Insurance and winning a number of design awards for the agencies. After 15 years as one of the main directors Julian left Premier Advertising Ltd and launched Lemon Zest Creative Ltd in March 2004.

Adam Murray - Studio Manager/Designer

Adam Murray is Lemon Zest's Studio Manager. He has a BA Hons in fine art and a wealth of studio experience. He has worked for a number of leading design agencies, including award winning design company Bentley Designs, and has considerable experience in leading and managing design studio teams. Adam spent four years - from 1998-2002 - working for the Regional Independent Media Group as senior web designer. He managed a team of two designers and one copywriter and reported directly to the MD. In 2002, as head designer, Adam was part of a core team of former Regional Independent Media Group employees that established internet-based company Azizi Media. He joined Lemon Zest in 2004 as Studio Manager and has been responsible for a number of innovative design campaigns, including JJB Marketing and Websites, Sock Shop E-commerce website, Granada TV, NHS Trusts, and UCI Cinemas to name but a few.

The Team

Lemon Zest's creative team is an energetic and experienced team of qualified graphic designers whose experience ranges from Pilkingtons Glass campaigns to Bradford & Bingley campaigns. The team includes an experienced designer who has worked as Senior Creative Artworker for BJL - one of the UK's top four independent design houses outside London.

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Company Profile

The company was founded in March 2004 and from that date on, the company has grown from strength-to-strength, taking on board new enthusiastic staff and building new and regular customer contracts.

The latest contracts to be won within the last few weeks are:

AGMA website

Manchester Mental Health Branding

We are also just tendering for the Bury Council Design contract

The Creative Team has a vast knowledge about the industry, ranging from corporate image straight through to television campaigns.

There isn't anything which we wouldn't take on!

Just recently we have expanded and moved into prestigious office suites based in Lowton, just outside Leigh. We feel that the new office location will help to welcome visiting clients into a clean, creative and relaxing environment.

With the move we have also invested heavily in new ways of working with new up-to-date equipment and software, cross-platform secure email system, intensive production software system, main server updates and other web systems which will help the company to run smoother and have a leaner way of working to reduce costs for the client.

Client List (Government Bodies)

Ashton, Wigan and Leigh PCT

Manchester Mental Health and Social Care Trust

Tameside & Glossop PCT

The Manufacturing Institute

NWIEP

CWIEP

CIEP

MIEP

AGMA

NWEGG

Bolton Council

Wigan Council

Bury Council

Stockport Council

Manchester Council

Salford Council

RHS - Britain In Bloom

Greater Manchester Police

GM Probation Service

Jonnie Johnson Housing Trust

Wigan Leisure and Culture Trust

Wigan & Leigh Housing Trust

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Client Support

As a 'full-service agency' Lemon Zest likes to develop a good working relationship with new and existing clients. We offer continuous support and training either through regular meetings, telephone conversations or email for any type of marketing communication, even if Lemon Zest doesn't succeed in producing the end product. Our aim is to give the client the best solutions for cost saving and high quality finished products. Also with our suppliers we can offer Website Support, Print Solutions and full IT support if needed.

Copyright

All Artwork, illustrations and photography produced by Lemon Zest Creative Ltd., on receipt of payment will become the intellectual property of the client, unless other copyright enforcements are in place, which we will advise you of. You are free to request any artwork in the formats they are produced in. If you feel that you would need written confirmation or a legal document to be signed, this can be arranged.

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The Process

Our process to ensure quality control is as follows: Initial Brief Form, Written Quotation, Confirmation Order Form, Artwork Approval Form, Confirmation Order Form (If change from initial quotation), Delivery Note, Invoice. From the approved Quotation we will send a Confirmation Order Form with the total cost of the work to be carried out, **this must be signed and returned** before the work can commence.

All visuals, artwork, print and other materials go through an internal checking procedure before the final artwork/materials are emailed to the client with the Artwork Approval Form which **needs to be signed** before going to production.

In production, our print/manufacturing suppliers adhere to our quality controls set out before the work goes ahead. Any quality control issues are dealt with at this stage and quickly addressed to ensure the work meets the clients' deadline.

On delivery, the routine procedure is that the client will receive a communication from us in order to confirm the product's delivery and its quality assurance. If there is a quality issue at this stage, we will immediately look at the problem and resolve it with all means possible in the shortest space of time.

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Quality Assurance Policy & Procedures

Lemon Zest specialises in Creative Design offering a full-service agency with skills ranging from design for web and print, advertising for print and new media. This policy document will be made available to all staff and customers both on our website and in our Employee Handbooks. We also ensure, through regular meetings and discussions, that all employees are aware of all our policies.

QUALITY POLICY

Lemon Zest accepts responsibility for the complete satisfaction of its customers. We exercise this responsibility through comprehensive training of our employees, adherence to proven procedures, and total commitment to meeting and exceeding customer requirements, and to maintaining an organisational culture that fosters continuous improvement.

MANAGEMENT COMMITMENT

The management of Lemon Zest is committed to implementing, and maintaining a quality system. This commitment includes: ensuring that customer, regulatory and legal requirements are understood and appropriately addressed, the quality policy is understood and implemented at all levels of the organisation, quality objectives and plans are established as necessary and that the responsibilities of all functions affecting quality are clearly defined. Management will make provisions for the necessary resources and personnel to maintain the quality commitment to ensure that the quality requirements are met.

Management will review the policy annually to determine its effectiveness.

QUALITY OBJECTIVES

The management of Lemon Zest establishes annual key initiatives, which include quality objectives. The objectives are communicated to employees for use in establishing each function's and employee's annual key objectives. Quality objectives are measurable, including business performance indicators reflecting requirements for services and are consistent with the quality policy including the commitment to continuous improvement.

POLICY and OBJECTIVES

Lemon Zest's quality policy is to achieve sustained, profitable growth by providing services which consistently satisfy the needs and expectations of its existing and new customers.

This level of quality is achieved through adoption of a system of procedures that reflect the competence of the Company to both existing customers and potential customers.

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Quality Assurance Policy & Procedures - Continued

Achievement of this policy involves all staff, who are individually responsible for the quality of their work, resulting in a continually improving working environment for all. This policy is provided and explained to each employee by the Director and Senior Management. To achieve and maintain the required level of assurance, the Director and Senior Management retain responsibility for the Quality System with routine operation controlled by the Office and Project Manager.

The objectives of the Quality Assurance System are:

- a) To maintain an effective Quality Assurance System.
- b) To achieve and maintain a level of quality which enhances the Company's reputation with customers.
- c) To ensure compliance with relevant statutory and safety requirements.
- d) To endeavour, at all times, quality control, cost savings, waste management and to maximise customer satisfaction with the services provided by Lemon Zest

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DESIGN CONTROL

All Design activities are strictly controlled to ensure that the design output complies with customer/contract requirements and all design input data.

Design activities are planned and normally executed by design and development staff and are subject to regular review by Senior management and the Director, and where relevant, agreement with the Customer.

The design input and output items are documented and stored in the appropriate filing system. All items of design documentation and notes are recorded in a design project file.

Design output documentation is produced and reviewed to ensure that it meets the design input, references the design input or appropriate criteria.

Design output is reviewed and approved by a member of the Senior Management Team and/or Director and is also provided to the Customer for approval prior to sign-off and completion of a job or project. Validation of the design is achieved during commissioning to confirm compliance to the customer's requirements.

All changes to the design criteria, input or output are subject to review and control procedures.

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Quality Assurance Policy & Procedures - Continued

Lemon Zest Creative has not, in five years of operation, had cause to fall short of clients' expectations. We have never had a quality failure that has resulted in a deadline not being fulfilled or a contract not being met.

We do, however, understand that, on rare occasions, circumstances may conspire to result in a quality failure.

We have a five point plan to deal with such an event:

Damage limitation and product retrieval

assess the extent of the failure and take measures to rectify the issue such that the client's product is produced to deadline or to an agreed new deadline.

Exploration

carry out a thorough investigation of all our design and production processes to assess where, how and why the quality failure occurred.

Review

go through our findings with the client so that they are fully aware of our investigations and our future plans to ensure the quality failure does not occur again.

Implementation

take all necessary steps to rectify the break-down in the production process which resulted in the quality failure and implement new measures and controls.

Communication and learning

ensure all members of our team, sub-contractor and suppliers are aware of the quality failure and the new processes in place to prevent a further occurrence.

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Environment policy - summary

As a very low producer of waste, wherever possible we ensure that all internal materials produced are sent electronically, and any manufactured materials are also managed to reduce waste and cost.

Other waste, i.e. paper (Shredded) and Ink cartridges are recycled where possible. We do have an environmental policy - a summary of this policy is below. We try to advise the client to use environmentally friendly products and minimize the production of paper materials. In place of printed materials, we advise wherever possible that they adopt electronic forms of media communication rather than paper products.

There is a growing awareness of the need to protect the environment, a view supported by the Company. Employees should make every effort within their sphere of control to minimize any adverse effect that the Company may have on the environment. Examples include:

- Turning off lights when not required.
- Turning down heating levels.
- Planning journeys to minimise the fuel used on Company business.
- Co-operating with any recycling systems for waste paper etc. that are introduced.

Production Management Software

Lemon Zest Creative prioritises all projects based on clients' deadlines and printers' schedules. We implement a weekly work schedule for all team members based on job priorities and workloads. This process is designed to ensure that the managing director can instantly, on receipt of an urgent/priority project, re-allocate workloads to take account of the new project. This system is enabled via a software program, which works in 'real' time and can show progress of a project at all stages, including design hours spent and clients comments on the creative concept and design. At any given moment, Lemon Zest Creative can be working on between 20 and 30 projects and the software ensures that schedules can be re-jigged when and where required.

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The Emergency Service

Lemon Zest Creative recognises that the nature of the industry is such that clients can often make requests for new projects – or last-minute changes to existing projects – that are based around extremely tight deadlines. Every member of our design team can, if necessary, work remotely on the company server and 24-hour access to our premises is available. We have 24-hour access to our print suppliers and have negotiated priority rates to cover urgent print projects. Lemon Zest Creative is on-call to clients 24 hours a day, every day. The phone numbers of the company's three key people are all made available, as a matter of course, to clients at the start of all projects.

Your Data

Lemon Zest Creative has a comprehensive IT support service with our IT provider. Full remote access to our entire system and appropriate service level agreements eliminate the possibility of a machine failure impacting on project deadlines.

All machines carry a full suite of identical software. Email and project data is stored centrally and managed by our servers. Secondary user accounts are in place on all machines to facilitate 'hot desking' so that, in the event of machine failure, we can quickly re-allocate our IT resources. Individual machine data is backed up daily and disk images of all machines are stored both on and off site to allow fast implementation of replacement equipment. In the case of an emergency we have external boot drives on-site for both workstations and servers for use as instant replacements.

All project data is stored on our servers. Server back-ups occur in real-time to both internal and external hard drives simultaneously. External back-up drives are changed daily and kept off-site. Our back-up strategy includes all server data, server operating systems, user data and workstation system settings. Our back-ups are stored at all times in data safes both on and off site.

Lemon Zest Creative IT Policy - administered and implemented by IT Management Ltd.

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Client Contact

Lemon Zest Creative has a structured approach to maintaining contact and liaising with clients and this approach is tailored to suite each individual client.

We recommend to our clients that we meet with them weekly, bi-weekly or monthly, depending on the timescales and deadlines of the project involved.

We recommend that, with long-term contracts, we meet at least once a month with clients during 'dormant' periods of the contract and weekly during active periods of the contract.

By meeting on a monthly basis, we can help the client plan for their longer term needs and anticipate any peaks and troughs in activity.

Weekly meetings during 'active' periods of the contract are to ensure that we can plan and respond quickly to changing needs of the project. Where necessary, during these periods of high activity, we meet with clients more frequently than once a week if, and when, the occasion demands.

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Coming New Services

Within the next few months Lemon Zest Creative will be offering a range of new services to new and existing clients which will help better our service to you:

Client Secure FTP Access

This area on our server will be secure access only, no other client/s will be able to see or access your data. You will be given passwords to access this area where you will find: Your corporate logos - Mac and PC formats, Current work and your stock bank photos.

Online Artwork/Confirmation Sign offs

With the passwords given for the FTP access this will also be used shortly for online artwork and confirmation sign offs.

Online Promotional Gifts

An online promotional gift service where you can search, order and/or pay online. This will be a link from our website or direct access at www.withatwist.co.uk.

Online Client Account

You will soon be able to access the Client Account via our website using your unique password, which will list your past work, quotations etc. and also give you access to all your screen quality PDF's and much more.

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Other Services

Corporate Image

General Design and Artwork Services

Website design and build and New Media

Brand Management

Package Design

Illustration

3D Imaging

Print Brokerage

Exhibition Supplier

Outdoor Advertising

Photography

Marketing

Public Relations

Copy Writing

Multimedia

Video Production

Promotional Gifts Supplier

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