

# Bringing your products to life!

Colorplas is a manufacturing company dedicated to supplying the GRP industry with a wide range of Gelcoats and Pigment Pastes. Established in 1991, the company has proven itself a significant force in the GRP industry. Nationally recognised as pioneers in service with consistency of products, Colorplas has a wide range of Polyester Gelcoats to bring your brand to life.

## What are the types of demands placed on your company by today's customers?

*Joe Parkinson:* Friendships more than Relationships are very important to us, whether this is maintaining existing or building new ones. Due to these friendships, our customer base know what to expect and are more than comfortable in the knowledge we are handling their instructions diligently. The Colorplas Technical Services Team is on hand to help any customer, existing or new, with their processes, niggles, or collaborative product development.

## In terms of the latest trends, what is driving your investment in equipment, R&D and technical services?

*Trishan Hewage (Ph.D):* We believe that investing in R&D will be the key for innovation, which is essential to a stable future for a business. Our passion is to introduce a series of novel products to the GRP market, while reinforcing the quality and robustness of our current pigment and gelcoat range. We facilitate research by investing heavily in new recruitments, development of our current staff and new laboratory equipment, etc.

## And leading on from the above, please provide some news on any additions to your latest product developments?

*Trishan:* One of the latest, most exciting on-going development works at Colorplas is the 'smart gelcoat/topcoat systems'. We expect these gelcoat systems to demonstrate exceptional responses in indentation/impact resistance, energy absorption properties over the conventional gelcoat/topcoat systems.

We have decided to launch new, environmentally-friendly products under the banner of "Let's go Green". The development work of styrene free/low styrene gelcoat/topcoats and environmentally-friendly, fire-retardant gelcoats are currently underway.

Furthermore, our investment in Pigment Dispensing plant, Pigment Blenders, Large Scale Gelcoat Blenders, Packing

Automation (Automated Packing Lines with multi-lance can fillers and Crimping) and Additional Vessels on the Gelcoat Plants are all aiding us to do what we do even faster and more efficiently.

## What will be the biggest business challenges this year?

*Trishan:* Post-pandemic recovery is going to be challenging for any company, irrespective their location on the globe. It is apparent that Brexit will bring a series of new challenges which will affect all the UK businesses including ourselves. It is not yet clear how Brexit is going to impact businesses like Colorplas, who are aiming to cross the English Channel to explore new markets and develop European partners.

## What have you been doing to get through the crisis, and have you used this pandemic-enforced downtime to effectively 'reset' and look at how efficiently you are running your business?

*Nick Parkinson:* We've covered the following: Closer management of cash flow; Shedding non-essential expenses and overheads; Looking at process improvements for efficiency gains; Training production staff to be multi-skilled across all disciplines, to enable cover for Isolation, holiday or sick absence scenarios; Introducing social distancing and hygiene measures.

What's helped us get through the pandemic is our service reputation and maintaining production activities - even through the highest levels of furloughed staff in April, May and June 2020. In the meantime, we've improved and Expanded the Product range by retaining Tech Dept Staff and had an overhaul of housekeeping standards.

## Are there any positives in general to come out of all this?

*Jonathan Parkinson:* We have learned more about our process and quality control limitations with a view to identifying required investment or training needs to deliver improvements. Entertaining and travel expenditure has fallen dramatically, and time consumed



Colorplas celebrates its 30th anniversary this year



Colorplas has invested in new recruits, the development of its staff and new laboratory equipment

**Background: The Colorplas Team:**  
(pictured from the left) Ian Parkinson BA (Hons) – Sales & Commercial, Joe Parkinson BA (Hons) – Sales & Marketing, Nick Parkinson – Technical Operations & Procurement, Jonathan Parkinson – Finance, Dave Wynne – Operations, Trishan Hewage (Ph.D) – Technical Operations

## What differentiates your company from the competition?

*Ian Parkinson:* We believe Service is the only sustainable edge. For us, excellence is never an accident, it is always the result of best intentions, huge effort, discerning direction and skilful execution. Colorplas represents the wise choice of many alternatives.

## How do you plan to celebrate your company's 30th anniversary this year?

*Joe:* Since the turn of 2020, we had planned to hold Open Days to show Customers, Partners and Suppliers alike what Colorplas is truly about with our People and Investments. However, Covid-19 put the brakes on this to say the least. We are going to re-visit this in the 2021 and the invitation is open to all. This, coupled with our newly-designed Website and Social Media Profiles, will help give a real insight in to what Colorplas is capable of with its 30 years of establishment and collective Team experience.

by face to face supplier meetings (some of which were evidently routine rather than essential) has been freed up and re-channelled towards more productive areas.

Arguably the biggest positive has been to staff morale after we introduced a split-shift system for social distancing reasons that allowed around half of the workforce to start earlier. This in turn meant they could be home earlier, enjoying a little extra time with their young families.

This also produced far less requests to leave early for childcare reasons. In addition, it is thought that output has increased because of the split-shift system, or it has at least afforded Production Departments greater flexibility where completing jobs is concerned.

The pandemic has encouraged us to look beyond the medium-term and consider/plan for innovation. Our new Technical Operations manager appointment in May 2020 is testimony to this commitment.

## What do you feel are the most important assets of your company?

*Dave Wynne:* Our biggest strength is our Team, which is the main driving force behind all the success we achieved during the last three decades. The value of key people in the Team has always been important at Colorplas, but now more than ever! Throughout Technical Services, R&D and Quality Control, we have built a very strong Team whose work is impeccable and integral to the Colorplas offering. Not to be overlooked are the Clerical/Office and Production staff whose knowledge and understanding of new and older investments are paramount to achieving our Pioneers in Service ethos. Large investments would be futile without these people.

We've stepped into the new year with a lot of positives and Colorplas aims to launch some ground-breaking products, explore new markets and penetrate existing ones.

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*Joe Parkinson*  
Sales & Marketing

**colorplas.**

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