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To Whom It May Concern:

Solway foods are in manufacturers of chilled food products for major supermarkets. The products range from sandwiches through to prepared salads and Sushi.

As a company, we have grown rapidly over recent years and plan to continue this rate of growth in the future. New products form an important part of our strategy and it is vital that we maintain a flow of new ideas into the business. SCIMITAR offered a process to help us maintain momentum and generate some "out of the box" ideas.

Our major customer is Tesco plc and we are always looking for ways to improve our relationship with them. Tesco are keen for their suppliers to adopt an innovative approach to product development and so we also saw SCIMITAR as a way to prove to Tesco that we were serious about this.

We had also recently formed a middle management team and we used SCIMITAR as a team building exercise and a personal development opportunity for them.

During the first half of the programme the team generated 1137 initial ideas. In the second half they assessed and developed those ideas down to a final portfolio of 20 ventures considered worthy of further investigation.

These 20 are now being reviewed by our in-house development team. Overall, we expect these ventures to make a significant contribution to our growth targets over the next few years.

The programme proved very interesting and stimulating for team members. We found people reacted differently to the various techniques used and this helped them to recognise that people think in different ways. Everyone found the creativity sessions enjoyable and realised that the skills learnt could be applied back at work.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Bill Legg', written over a light blue horizontal line.

Bill Legg  
HR Director