



Indigo Concept Packaging, Market Harborough Leicester

Daniel Kranz & Stephen Upton

the **summer**project

A prestigious opportunity to access the knowledge of bright undergraduates

Background

Indigo Concept Packaging is a company that design and supply retail packaging products. Their customers include many famous brands such as Nike, Office Shoes, Paul Smith, Lacoste, Ted Baker and many more. The company are based in Market Harborough and employ eleven people. The company have a successful partnership with an external design agency.

Objective

The Company chose to take part in the Summer Project to find out whether or not it would be feasible for them to employ an in-house Graphic Designer to work on customer designs as well as their own company logo and literature. After interviewing a handful of undergraduates, they chose Daniel Kranz, a second year Design Management & Innovation & Interactive Design student to work with the company over the summer.

Outcome

In the twelve weeks that he spent at the company, Daniel achieved the following:

- Assistance with the creation of a new company logo and re-brand of the company.
- Saved the company £8k-£10k by producing his own photography and art work for the company brochure.
- The creation of visuals for several of the company's clients
- A more organised and efficient filing system for the Apple Mac system.

The company were that impressed with what Daniel accomplished they decided to continue working with him even after the twelve weeks.

Company Comments

Stephen Upton A Director at Indigo Concept Packaging commented: "Indigo benefited enormously from the Summer Project. Daniel brought many positive attributes to company, the most impressive being his enthusiasm and dedication. The work he has produced is of a very high standard and the resulting material will be used by our company for many years to come. In short his contribution has been excellent, and we recommend the Summer Project to any company looking for creative input and for those wishing to assess the long-term viability of any particular role".

Get in touch

For more information about how we can help your business, call +44 (0)116 257 7932 and speak to a member of the Knowledge Transfer Team, alternatively visit dmu.ac.uk/kt

Other services offered by the Knowledge Transfer office at DeMontfort University include:

Knowledge Transfer Partnership (KTP):

A government funded scheme in which a high calibre graduate works on a strategic company project with the assistance of an academic. Projects can range from 18 to 24 months.

For further information, contact the Knowledge Transfer office on **0116 257 7028**

Knowledge Catalyst:

A scheme funded by the Arts & Humanities Research Council to enable small organisations to form a partnership with a graduate and a university academic to solve strategic problems or to realise opportunities. Projects can range from 3 to 15 months.

For further information contact the Knowledge Transfer office on **0116 257 7653**

Information on all three programmes is available on: www.dmu.ac.uk/kt

About The Summer Project

The Summer Project aims to introduce a student with specific skills and aptitude, to an organisation that is restrained by issues such as:

- Lack of time
- Lack of specific skills
- Lack of Finance to develop ideas
- Lack of Resources

If a company has a specific business or technical project in mind but do not have time to dedicate to it, we can source an undergraduate with the right skills to complete the project.

Once an organisation registers, the university send out CV's of suitable candidates, arrange interviews and complete the rest of the recruitment process. The company has the choice of which candidate they would like to work with on the project.

Students are undergraduates who have completed at least two years on their degree course. Subject areas range from Design, Business, Marketing, Accounting & Finance, Psychology, English, Photography, Media Studies and Engineering.

Cost

The cost to the company is £190 per week plus a management fee to cover the administration costs of the project. This is paid to DeMontfort University, the university then pay the student. This is beneficial to both parties as no tax or NI issue needs to be paid and the student is not employed by the company.

Eligibility

To be eligible, the company must have the resources for the student to be able to complete the project and must be based in Leicestershire.

How to apply

See www.dmu.ac.uk/kt for further information. Should you wish to apply, please contact the Knowledge Transfer Team on **0116 257 7932** or email Lnaik@dmu.ac.uk