

Case study

HYPNOS

Interview with the SME representative:

1. Indicate in which subsector the company belongs:

Bed manufactures

2. When did the restructuring process take place?

2009

3. What was your motivation to implement the restructuring of your company? (for example more profitable or more environmental friendly)

Our goals were to increase our levels of sustainability to achieve 100% recyclable products. All of our beds are now 100% recyclable at the end of their life stage. We wanted to have a corporate social responsible operation. This means that we operate with a lean and green ethos where we minimize carbon emissions and also minimize waste.

4. How did you do it? Describe some of the main steps of the process (add more if needed):

Step 1: Review of our processes and materials that are used in manufacturing

Step 2: Use of the finest natural and sustainable materials such as wool, hair, cashmere and silk. We support the campaign for wool, which supports British sheep farmers

5. The restructuring of a company demands new skills acquired from the workers. Was training given to all the workers of the company ?

Yes we retrained our workers on how to use only recyclable material

6. Did you have experts consulting you during the whole process?

We discussed it with professional bodies such as the Furniture Industry Association and the Furniture Makers Company. But we used our own human resources to restructure the organization of the new factory

7. Was this process funded by any organization/company?

No we funded it internally through the business

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We decided to move premises and now we function in a purpose built factory. We also reorganized some of our departments.

9. Did you notice reduction of costs in the company?

Yes as the new facilities are more efficient for production and create a better environment for our workers.

10. Did the employees become more productive?

Yes due to the improved working environment

11. How did the departments of your company change (if they did) after the restructuring?

The departmental structure within the company has changed thoroughly

12. Is wood waste used as a source of energy in your company?

Yes we are using the waste wood from our bed frames

13. Where some new machines bought?

Yes new extraction and line systems

14. Did you change marketing policies to attract new customers?

Our improved sales in fact, according to my belief, are due to the customers' deeper understanding of environmental issues and so we had to meet those expectations. We have been certified with FSC and PEFC forestry certification as well as with the Sedex ethical training audit.

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