



Since Ryman was established in 1893 it has become a household name, recognised for its quality products, value, reliability and service. With a multi-channel and nationwide chain of 240 stores, Ryman is the high street's market-leading specialist commercial stationery retailer. Turnover for the group is estimated at £140 million, with substantial growth in online and business account sales.



Market

Building on its longstanding history of innovation and customer service, Ryman combines high street accessibility with a mail order service and website, offering a complete multi-channel solution. Targeting the small office, home office and consumer stationery markets, Ryman's range comprises more than 4,000 items which extends to over 20,000 available to buy online or through special order. In addition, it offers a dedicated business account service with credit facilities and bulk discounting.

Despite difficult trading conditions, the UK market for personal and office stationery remains relatively constant. According to Key Note research, it is valued at just over £3 billion, made up primarily of core products such as paper and board, writing instruments, filing and storage solutions. However, digital storage, home printing and social categories including journals, notebooks and note cards are experiencing significant growth, as are security products such as shredders, tamper-



proof ink and forged note identification equipment, fuelled by rising instances of identity theft. More recently, the credit crunch has generated marked growth in home safes and cashboxes.

Due to the wide appeal of stationery, Ryman has a broad spectrum of competitors ranging from electrical retailers to supermarkets as well as more traditional stationery retailers such as WHSmith, Viking and Staples.

Achievements

Ryman continues to show strong performance in the stationery sector; since 1995 the business has increased fourfold and today Ryman has a turnover in excess of £140 million.

Not only diversifying into new product areas as the market changes, Ryman's success can also be attributed to consistent investment in its people, its store estate, information technology, warehousing and distribution.

In the last year, Ryman has opened 12 new stores in key areas around the UK and refurbished the majority of its existing estate. Furthermore, Ryman has successfully completed the integration of three separate stationery businesses – Partners the Stationers, Stationery Box and Ryman – into one national chain, remodelled its merchandise profile to suit regional customer needs and has implemented a modern operating platform from which to trade.

<p>1893 Henry J Ryman opens his first store on Great Portland Street, London.</p>	<p>1970s The family business is sold. Over the next 20 years its owners include Burton Group, Terence Conran, Jennifer d'Abo and Pentos.</p>	<p>1995 Ryman is acquired by Chancerealm Ltd (later known as Ryman Group Ltd), in which Theo Paphitis is the controlling shareholder.</p>	<p>1996 A direct mail order catalogue is launched. Two years later Ryman enters the ecommerce market with the launch of www.ryman.co.uk.</p>	<p>2001 Ryman acquires Partners the Stationers, comprising 86 stores.</p>	<p>2007 Ryman acquires 61 Stationery Box stores, which are rebranded to Ryman by October 2008.</p>
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Product

Ryman sells a wide range of office supplies, from writing equipment, paper and filing solutions to office furniture and high-tech items such as flash drives, multi-function printers and a wide range of own-brand remanufactured, compatible and high capacity ink cartridges.

As a specialist stationer, Ryman is able to offer products not normally found in generalist stationery stockists, such as grades, colours and sizes of products to suit many specific needs. Ryman continually strives to introduce new lines and to be first to market with innovative products.

A full business service is provided in a number of stores including photocopying, binding, laminating, bulk printing and business and personalised stationery. Self-service photocopying is also available in most outlets. In addition, business account holders are offered a credit facility which combines the convenience of delivery for large orders with the flexibility of visiting one of 240 local high street stores for smaller top-up purchases.

Recent Developments

It's not only Ryman's product offering that is driven by innovation and improvement; the business itself is in the midst of a major initiative to lessen its impact on the environment, with the ultimate aim to become carbon neutral by March 2010. In order to achieve its goal, Ryman is reducing its carbon emissions across all areas of the business.

In product development, Ryman is committed to growing its range of environmentally friendly products using new technology, recycled paper



and materials from sustainable forests. On the shop floor, meanwhile, degradable carrier bags have been introduced which due to their light weight, have a smaller carbon footprint than an equivalent sized paper bag. A reusable carrier bag made from non-woven polypropylene is also available.

At the company's warehouse and packaging and logistics operations, cardboard and plastic waste is compressed and recycled, while the Ryman delivery fleet uses Euro 4 vehicles to reduce carbon emissions and developments in eco-friendly fuels are monitored. In addition, all Ryman suppliers must comply with guidelines from the Ethical Trading Initiative Base Code and standards are regularly reassessed.

Promotion

Ryman's promotional strategy rests on its consistent 'value for money' offering across its ranges. Multi-purchase discounts are made



available on key lines and special items, while price-led promotional activity features heavily during seasonal consumer peaks such as 'back to school' and Christmas.

Charity work – such as Ryman's support of Comic Relief in 2009 – and continued sponsorship of the Ryman Football League maintain visibility for the brand.

Brand Values

Acknowledged as a specialist in its field, Ryman has developed and nurtured its standards of quality, value, reliability and service over 115 years, building and retaining a loyal customer base. Ryman is proud of its record of investing in its people, training them to be able to deliver a high standard of service, backed by expert knowledge of Ryman's range of products and their applications.

ryman.co.uk

Things you didn't know about Ryman

Ryman recycles more than 150,000 cartridges every year on behalf of its customers. Many of its own-brand cartridges also use remanufactured materials.

Ryman sells two million pens every year; enough ink to draw along the length of the Great Wall of China almost 300 times.

At present there are 13 members of staff who have been with Ryman for more than 25 years, 25 members of staff who have celebrated at least 20 years' service and 76 members of staff who have been with the company for over 15 years. One member of staff has been with the business for 52 years.

Ryman opened its first stationery shop in 1893; sales were £50 in the first week.

