

## Print & packaging roles at various levels, from shop floor Engineers to Senior Managers.



MANPOWER WERE  
ABLE TO DELIVER  
SPECIALIST  
RECRUITMENT  
SERVICES TO **ALL**  
**OF REFLEX'S**  
**SITES IN THE UK**

### THE ORGANISATION

Reflex-Labels began in 2002 with a vision of what the future of packaging could look like. They had a sense of purpose to create a better and more efficient way of working. This shapes the way they see, perceive and interact with packaging. Now operating out of 18 sites in the UK with a varied and wide range of products, Reflex helps to create a unique “Shelf Presence” for their clients’ consumer products, all the way from brand conception design to the final pack on shelf. They produce packaging for some of Europe’s best-loved brands.

### THE CHALLENGE

In 2016 Reflex were struggling to recruit the numbers necessary for their expansion plans and went to market to find an expert in recruitment within the Print & Packaging arena.

Reflex were operating across several different sites, throughout the UK, with ambition to open more sites, however they were finding that the recruitment capability of local agencies varied greatly. This inconsistency had a negative impact on their ability to achieve their ambitious growth plans.

Therefore, it was decided internally that a recruitment partner was needed, who could help them recruit nationally across a wide variety of specialist Print & Packaging roles.



MANPOWER  
HAS BECOME A  
RECRUITMENT  
PARTNER  
TO REFLEX  
**ENABLING  
THEIR ONGOING  
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THROUGHOUT  
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## THE SOLUTION

Manpower offered an instant solution to this issue by introducing their specialist Print & Packaging team headed up by Senior Consultant Katrina Goodall.

Katrina and her team had multiple years of experience within the Print & Packaging field, so not only did she have relationships with unique passive candidates, she was able to offer real insight into the employment market.

Using a wide variety of tools as well as leveraging previous relationships, Manpower were able to deliver specialist recruitment services to all of Reflex's sites in the UK.

## THE RESULT

Manpower has become a recruitment partner to Reflex enabling their ongoing expansion throughout the UK, recruiting over 200 individuals who in turn have become key members of their organisation.

Katrina and her team have helped recruit skilled personnel, from shop floor engineers up to Senior Managers.

From doing large scale projects for more junior team members to running confidential retained head-hunts, Manpower has been flexible and consultative in their partnership with Reflex.

“ I just wanted to drop you a line to feedback what an absolutely brilliant consultant Katrina Goodall is. I've worked with numerous in my time here and with the Police in my previous career - she's by far the best I have come across. Honest, bright, very energetic and knowledgeable. Always replies promptly, really cares about what she does and has found us some great people.

She has done an excellent job for me and my company and I'd go as far as to say we'd be lost without her. ”

**Paul Pollard**

HR/Health & Safety Director, Reflex Labels