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Dear John

Scimitar Ideas Generation

It is clear that both the Building and Installation, and Civils and Infrastructure ideas generation sessions were a great success. The teams worked with energy and enthusiasm facilitated by yourself. I am sure you will agree that we have a great depth of knowledge and expertise to hand and it was great to see this surface so readily.

It was critical for our business that the selection of consultant achieved a fit with the industry and provided a leading edge process. You delivered on both counts.

Feedback from those involved and from within the business has been extremely positive and we are all looking forward to feeding ideas into the NPD process, in fact, three Building and Installation projects were kicked off in December. I believe that we have a good balance of potentially innovative and product refreshment opportunities.

Many thanks for giving us a great start, it is up to us to enthusiastically embrace the challenge now and we will!

Yours sincerely



Roy Pridham
Category Manager – Around the House