



To Whom It May Concern:

Record Tools is the leading UK manufacturer of hand tools, with a proven reputation for producing high quality, fit for purpose, engineered products. Record is the brand leader in virtually every one of the product categories that it manufactures, with extensive worldwide sale

We have worked extensively with SWORD over the last two years and have found our relationship both rewarding and profitable.

We started by running a SCIMITAR programme for our UK business. Traditionally, we have supplied the professional with his hand tools, but increasingly, we have wanted to extend our business into the growing DIY market. We needed SCIMITAR to provide us with a system to generate ideas for this market and with the creativity to overcome our "traditional" mindset.

The programme worked very well and produced a vast number of possibilities, which we honed down to a shortlist of about 20 ventures. The use of three-dimensional modelling and the creativity sessions were particular highlights of the programme.

We then ran a RAPIER programme to take the 20 ventures through the development phase until final selection would be ready to launch.

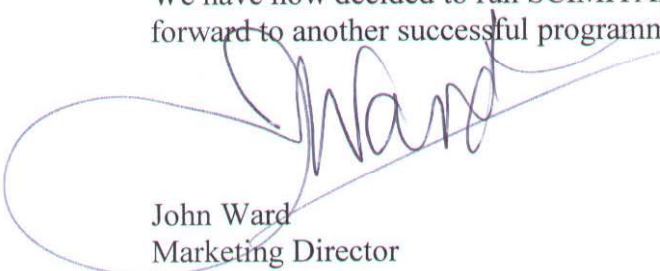
An important part of RAPIER is the discipline it provides to get the job done. We are all so busy that it is too easy for innovation to take a back seat while "more urgent" matters fill our time. RAPIER kept us on track over the course of the programme.

It was also fascinating to see how the ventures continued to evolve during the programme. Some became simpler to manufacture, others changed in response to customer feedback. A lot of creativity was used to keep the ventures moving forward.

By the end of the programme, one venture had been successfully launched and three more were the final stages of approval.

The SWORD programmes were delivered in a professional, friendly manner, the reports were always on time and our SWORD presenter knew how to make the most of our team and our ideas.

We have now decided to run SCIMITAR in our Continental Europe Operation and we look forward to another successful programme here too.



John Ward  
Marketing Director  
Record Tools Ltd.

