

To Whom It May Concern:

Ronseal is the U.K.'s leading manufacturer of woodcare and speciality coating products.

Our business competes in rapidly changing, highly demanding consumer markets and new product development is an essential part of our strategy. We launch new products every year and have established a reputation for bringing to market innovative, industry-leading concepts.

The search for new product ideas is always important to us. The SCIMITAR programme appealed for a number of reasons:

- It provided a systematic approach to idea generation: a process that could be controllable and predictable.
- It introduced a range of techniques to stimulate creativity and help us expand our horizons.
- It was a tried and tested process that had produced results elsewhere.
- It was a team exercise that brought together people from different disciplines in the search for new products.

We were more than happy with the results of our programme. Our team of 12 people generated over 1000 ideas that were assessed and developed down to 36 concepts that the team felt were worthy of in-house investigation. We are now working on this portfolio and expect to launch the first ventures within twelve months. Further launches will follow.

We found the programme a fascinating experience. Our team enjoyed the sessions which, although hard work, were always stimulating and interesting. We learnt a lot along the way: about our business, our opportunities, our thinking processes and about innovation generally. The "Thinking Intentions Profiling" was a particularly interesting part of the process and taught us a lot about ourselves and our colleagues.

We found SCIMITAR to be a comprehensive programme that fits together well and produces real results. It was always presented in a sensitive and professional manner and has proved a first class investment for the Company. We intend to re-run the programme, perhaps once a year, and make it a key part of our new product strategy.

I can unhesitatingly recommend the programme. It does exactly what it says on the tin!

Yours faithfully,



**GED SHIELDS**  
**DEPUTY MANAGING DIRECTOR**