

Product Development Team Expansion

Butters' unrivalled reputation for in-house product development continues to grow, following some staff changes in the six-strong team.



Graphic design has been added to the already wide-ranging skills of the department, with the appointment of product developer **Emma McQuiggan** who has a degree in printed textiles and has previously worked as a designer in the greeting card and stationery industry, designing for such clients as Marks & Spencer, Sainsbury, Asda, and Tesco.

Emma subsequently worked on packaging design and trend prediction for the horticultural and food industries, supplying to the leading supermarkets.



Meanwhile, another recent appointee to NPD is **Natalie Matthews**, a qualified florist whose retail experience in flower shops was followed by working with Lingarden Flowers as a new product developer on ranges for Sainsbury, Asda and Next.

She has also worked for Potter and Moore as a product designer, on home fragrance and toiletry ranges for Tesco and Matalan, and in recent years has been a freelance florist consulting for Flamingo flowers and doing private functions and weddings.

This 'commercial-creative' career combination in both Emma and Natalie adds to the already broad skill-set within the NPD department - ranging from in-depth plant knowledge to photography, painting and hands-on craft skills

Senior Product Development Manager **Sarah Davenport** says that recent changes to the team are aimed at achieving greater focus and making the operation even more efficient.

“We have product managers now dedicated to the whole process, from concept to launch, and are also putting a lot of effort in developing our sourcing, working with new factories in both Asia and Europe” she said.

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