

Case Study : Hardcase International

Hardcase International is a world-renowned drum and percussion case manufacturer based in Chesterfield.

The Innovation Support Project Manager (ISPM), Adrian Williamson, received a referral from Andrew McDaid of [Mitchells Accountants](#) for the business back in May 2024. Hardcase had found trading conditions difficult during the pandemic. In large part, this was due to the stifling effect Covid had on live performance, which drives the requirement for their cases. This meant that both the entertainment industry performers directly and retailers who the business largely supplies were similarly adversely affected.

Hardcase is a family business, with a loyal team of employees operating out of a unit on Chesterfield Trading Estate. The Innovation Support Project Manager worked with the MD, Dave Eyre, to bring more focus on root numbers and the processes that underlie them, working to develop a more robust approach to safeguarding profitability.



From the beginning the aim was to build back toward what had been lost, whilst at the same time looking forward to new opportunities. This growth planning element examined customers, client segments and their geography – and included work on evaluating promotion through both digital means and Brand Ambassadors.



Financially, the work focused on finer cashflow management and rationalisation of prices, which had been handled piecemeal as the business had grown before the pandemic.

To simplify operations, work was done on defining roles and responsibilities. This added a multiplier factor to the effectiveness of the team.



Action was taken to map processes and review these with the team to alleviate as many bottlenecks as possible, whilst looking at ways to revise approaches to improve throughput whilst taking care to maintain quality.



Fast forward to 2025 and profit has doubled, figures are on a growth track and the order book shows a solid 5 months of future trade, so much so that Dave Eyre has suggested “...[that it] feels like we’ve gained control of the business again.”

“It was during our annual end of year company accounts meeting with Mitchells that Andrew asked if Hardcase were aware of CBC’s Innovation Support Programme and would it be of interest. A referral was made by Andrew and Hardcase was introduced to Adrian Williamson ISPM from the programme.

We are now a year on since our initial introductory meeting and I would highly recommend others to seek out this programme and Adrian’s wonderful support. ”

Dave Eyre



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