

Case Studies



Coloplast Limited, a wholly owned subsidiary of Coloplast A/S of Denmark, is a leading supplier of wound, continence and stoma care medical appliances. Its headquarters, distribution centre and customer care team are based in Peterborough.

Coloplast works hard to attract and retain the highest calibre of staff. It commissions tailored marketing campaigns to ensure that it is publicised locally as a great place to work. Marketing and public relations consultancy Smye Holland Associates is employed by Coloplast to promote the human interest aspects of the company - staff achievements, its latest award, charity work - as well as the company's ongoing commitment to its employees through its innovative HR strategy and its approach to people management.

Although we are not involved in promoting Coloplast's products to existing and potential customers, Coloplast understands that a separate marketing and public relations campaign is required to specifically target potential employees. By ensuring it is viewed as a great place to work across Cambridgeshire and beyond, we help Coloplast to attract the quality of staff it requires to maintain its high standards of service.



“Smye Holland Associates plays a **key role** in promoting Coloplast in the local press and other target media, helping us to **communicate our aspirations** of being a great place to work and an employer of choice in the healthcare industry.”

Tess O’Kane, HR Director, Coloplast