

REAL HELP FOR LOCAL BUSINESSES



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Dunbeath-based Whittles Publishing found itself with a major challenge when, in the midst of a difficult period for the publishing industry, it finally found the right partner after years of searching to distribute its books in the North American market.

Establishing a promotion and distribution setup comes at a cost – new stock must be printed and shipped, extra promotion and marketing carried out, etc. Finding himself unable to raise the necessary funds through

“The Fund was there for my business when I needed it”

conventional methods, managing director Dr. Keith Whittles approached the North Highland Regeneration Fund for support.

With the Fund’s assistance, Whittles Publishing has established a base in the North American market and the first twelve months of trading point to a promising venture. The company continues to sell globally and to develop new and existing markets. In addition the company is also expanding its electronic delivery via eBooks and eLibraries.

“The support from the Fund was crucial”, said Dr. Whittles, “and enabled us to plan for growth rather than cutting back or even selling entirely.”

Whittles Publishing, which was founded in Dunbeath in 2003 by Dr. Whittles, has grown to employ three full-time and two part-time staff and in that time has developed an

international reputation as a publisher of quality books.

In particular, it is highly regarded for its technical books and has won both the inaugural and second Karl Kraus Medal, awarded by the International Society for Photogrammetry and Remote Sensing – and this in competition with global publishers with turnovers in excess of £1 billion.

This NHRF supported move into North American markets has helped the company increase its turnover and the future looks bright for this ambitious business.

“Without support from NHRF it would have taken much longer to establish our North American distribution and indeed it may never have happened,” said Dr. Whittles.

“The Fund was highly supportive and there for my business when I needed it.”



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