

## Case study



# GDCG: How Digital Adoption Is Securing the Future at The Garage Door Company

Founded in 2007 by Geoff Edmonds as a one-day-a-week venture alongside a 45-year career in the garage door and construction materials sector, The Garage Door Company Grantham (GDCG) began as something modest and practical. Geoff used his fifth working day to privately install garage doors, building a reputation for reliability and doing things properly.

When his son James joined in 2012, the ambition evolved. The business was incorporated as UK Garage Doors Ltd, trading as GDCG, with a clear intention to grow into a sustainable commercial enterprise that would provide for both generations.

Growth followed steadily. From a home office in Hougham, the company moved into commercial premises in Grantham in 2014, outgrew them by 2018, and is now settled in its showroom and offices at Priest Court. Today the business employs 11 people, supplies regional and national builders, and serves homeowners across the East Midlands.

While the product range has expanded to include garage doors, entrance doors, awnings and flood defences, the company's goal remains unchanged: to give customers peace of mind through quality products, professional installation and genuinely friendly service. Honesty, Quality, Reliability.

### The Challenge

The garage door industry is highly competitive and often driven by price. For many operators, that creates a race to the bottom where margins are tight and customer service can suffer.

From the outset, James was determined to build something different. The company would compete on professionalism and reliability rather than price alone. Early investment in marketing and digital tools supported consistent year-on-year growth. But as the team expanded, systems developed in a practical, piecemeal way. Different applications were layered together to make operations work. It functioned, but it was not seamless.

After reaching a peak in staffing levels post-Covid, the leadership

team recognised a pivotal moment. If growth continued without improving operational efficiency, overheads would rise faster than productivity. Administration was absorbing too much time. Processes were being duplicated. Data was fragmented.

For James, the responsibility of making the right decision was significant.

***"At this level, if you get a big decision wrong, it costs livelihoods. We're a family business and that responsibility sits heavily. We knew we had to invest in digital systems, but we had to get it right first time."***



# MADE SMARTER

East Midlands

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The ambition was clear: create a fully professionalised operation, with smooth processes from first enquiry through to final job sign-off, without losing the personal service customers valued.

### The Solution

Through Made Smarter East Midlands, the company began with a structured digital road mapping exercise. This provided clarity on where the business stood and what was required to reach the next stage of growth.

Working with a Digital Technical Specialist, the team assessed their systems objectively and explored strategic options rather than reacting to sales-led pitches. Grant support enabled specialist consultants to analyse workflows in detail and present practical routes forward.



The outcome was a phased plan to implement an integrated customer relationship management and field service management system, connecting front-end enquiries to on-site operations. Rather than layering additional tools onto existing systems, the company committed to building a cohesive end-to-end workflow.

Alongside the technical work, James participated in a leadership programme delivered through the University of Loughborough on behalf of Made Smarter East Midlands. What initially seemed like an additional commitment became a catalyst for momentum. The programme strengthened his approach to change management and implementation, while connecting him with other manufacturing leaders navigating similar challenges.

### The Benefits

Although full implementation is still being rolled out, the benefits are already clear.

The most immediate impact has been clarity and confidence. Where once there was uncertainty and an overwhelming number of digital choices, there is now a defined roadmap with realistic timelines and measurable objectives. Decision-making has moved from hesitation to structure.

Internally, the transformation is about enabling people to do better work, not replacing them. Office staff who previously spent time duplicating data across disconnected systems will instead

focus on customer relationships and communication. Field teams will benefit from clearer scheduling and improved information flow, reducing repeat visits and strengthening coordination between office and site.

In a price-sensitive industry, these efficiencies are not cosmetic improvements. They are fundamental to long-term sustainability. By increasing productivity without continually increasing headcount, the business can protect margins while maintaining the high service standards that underpin its reputation.

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***As James reflects, “Made Smarter has helped us move from knowing we needed to change, to knowing exactly how we’re going to do it. It’s not just a nice-to-have, it’s business critical. I’d absolutely recommend it to other manufacturers.”***

#### **The Future**

Implementation will continue in phases over the coming year, embedding new systems across office and field operations. The goal is not growth for growth’s sake. The company already enjoys strong demand, hundreds of five-star reviews and long-standing relationships with builders and homeowners.

Instead, this transformation marks the next stage in the evolution of a family business built on reliability and doing things properly. Digital adoption is the mechanism that will allow those values to scale sustainably.

For GDCG, professionalisation is not about becoming bigger. It is about becoming more efficient, more resilient and better equipped for the future.

