

# INNOVATION

## KUT KWICK

**Problem:** Kut Kwick's new product release increased the demand. The company's current technology infrastructure could not keep up with the speed and processing required by their sales and marketing team and became a barrier to their growth.

**Solutions:** Kut Kwick applied an Innovation funds from the Share the Future the Future initiation. Innovation funds are awarded to companies who need to purchase new equipment or software that increases their efficiencies and productivity of the business.

**Results:** In July, the GIDA board approved the award. Since then Kut Kwick has had the capacity to launch new marketing programs and platforms to increase sales of their new product lines.





---

“We feel that the new equipment has allowed us to grow our on-line presence further. As the company grows from increased sales, it will lead to additional jobs for Kut Kwick.”

**Stephen Johnson, General Manager**  
**Kut Kwick**

