

Business Builder

Business: JSC Print & Design Agency

Owner: Joel Sharp



Growing a sustainable creative business with Business Builder support

The Challenge

From launch, Joel set out to build a print and design agency with sustainability and creativity at its core. His aim was to bring together years of experience in print and graphic design to offer personalised products that were environmentally responsible.

Central to this vision was a new range of personalised notebooks made using innovative materials such as apple peel, cork and recycled leather.

To make this possible—and to keep production in-house—Joel needed specialist equipment to elevate the quality and finish of his products.

The Solution

Thanks to a Build Up Grant which was provided by the Business Builder programme, Joel purchased a professional embossing machine, enabling him to deliver high quality, tactile personalisation across his sustainable product range.

“It’s been a gamechanger - it means I can deliver personalised notebooks exactly the way I imagined, with full control over quality and finish.”

With this new capability, Joel can offer distinctive, sustainable designs while keeping the entire production process in-house.

The Impact

The Business Builder support has helped Joel to:

- Launch a premium personalised notebook range
- Produce sustainably using innovative materials
- Improve quality control through in-house production
- Strengthen his creative offer and stand out in the market
- Boost confidence in investing and scaling thoughtfully

“Jane was incredibly encouraging and made the process simple. Having your idea reviewed and validated gives a real confidence boost. I’d urge any small business with growth ideas to explore what Business Builder can do for them.”

About JSC Print & Design Agency

Joel Sharp Creative is a Norwich-based print and design agency specialising in sustainable, creative solutions for individuals and businesses.

With every order, Joel plants five trees, helping customers make better printing and marketing choices while reducing environmental impact.

The Business Builder programme has supported 472 businesses, providing advice and training, and has paid out £2.3 million in grants across Broadland and South Norfolk between late 2022 and February 2026.