

# Office news

Office products, EOS, furniture, FM and retail

## Technology news

for news on equipment, IT and telecoms see **page 38**

## News in brief

### Big push for Fellowes Fraud Prevention Week

Fellowes, the UK's leading shredder brand, is getting ready to launch its award winning National Identity Fraud Prevention campaign for the second year running.

National Identity Fraud Prevention Week is the only nationwide awareness campaign and is managed and funded exclusively by Fellowes. The media campaign will be launched on Monday 16 October, supported by new research and statistics, new marketing and support materials and a dedicated website. If you haven't already received your official tool kit, contact Fellowes now on 01302 836835 or email [shred@fellowes.com](mailto:shred@fellowes.com).

### New company for Martin Wilde

Martin Wilde, the man who recently left research company MPA International, has set up a new business called Martin Wilde Associates Ltd (MWA). The company is based in Cambridge. It will provide research, marketing and consultancy services to the office products industry worldwide. It has just won its first major contract.

The company's web site, [www.martinwildeassociates.com](http://www.martinwildeassociates.com) gives further details about the company, and Martin Wilde can be contacted directly on [martin.wilde@ntlworld.com](mailto:martin.wilde@ntlworld.com).

## New venue for JGBM seminar

The date and venue for distributor JGBM's southern digital dictation seminar has been set as 4 October 2006 at Windsor Racecourse. The seminar is designed to show dealers how to capitalise on the digital dictation market, set to explode as old analogue machines are replaced by digital.

JGBM will also be launching its On-Line Web Ordering service in October at [www.jgbm.co.uk](http://www.jgbm.co.uk). As an incentive for dealers to use the site there will be substantial discounts available on selected manufacturers for all orders placed on-line during the month of October.

In addition JGBM is currently beta testing its new 'SmartShot' service whereby it will send out customised e-shots on dealers' behalf, based on strategic special offers on machines. Call 01752 330044 for more information.

# Major expansion at Aquila Group

There has been major investment at the Aquila Group in Scunthorpe. The company is moving into new warehouse premises next to its current premises which will create four times the warehousing space as well as improved office facilities.

The move comes following the award of a £2 million contract to furnish and equip several new

schools in the Bassetlaw area. Aquila General Manager Chris Habershon said: "The Bassetlaw contract is the largest we have ever won and comes on the back of the work won by our Sales Director Philip Sibson to furnish the offices at the Robin Hood Airport and the immense B&Q distribution centre at Worksop.

"The new premises will

make us significantly more efficient and enable us to cope with such contracts."

The business is also investing in a new computer system and phone system for both its premises at Skippingdale and also its retail outlets - one at High Street, Scunthorpe, which is known as SOHO (Small Office Home Office) and one at Goole.

# Officepoint rolls out telemarketing service

Following a successful six month trial period, Officepoint is rolling out its telemarketing facility to all of its members.

Beckie Shaw (right), the group's Telemarketing Manager says: "The telemarketing service has been a huge hit with the members who took part in the trial. They have seen the value in a focused campaign that makes contact, refines databases and generates leads. Members have jumped on this opportunity to more effectively target their marketing campaigns and grow their business."

The facility offers standard telemarketing packages tailored to the individual requirements of each organization. Managing

Director David Langdown says: "With ten years telemarketing management experience Beckie knows how to assess an organisation's objectives and tailor a package to suit. Each of our members who have used the service has been pleased with the results and we're happy to now roll the service out to all members."

Neil Jones, Managing Director of Juel Business, a long-term Officepoint member, says: "We were keen to take part in the initial telemarketing trials but were unsure how successful the campaign would be. The results though have been very enlightening; we were able to update lots of names on our database, removing individuals who had moved



on or whose responsibilities had changed, and adding on new contacts too. Most encouraging of all, we were invited to present our offering to numerous new customers and to quote for thousands of pounds worth of new business."

Officepoint is now conducting campaigns on behalf of both members and supplier partners. Due to demand, the group plans to expand the service further in 2007.