

## **Indigo Reports Record First Half Sales**

Indigo Services, Vebego's UK based support services company, has reported their best first half sales results in 5 years. In the face of strong competition and a very depressed marketplace, Indigo's Sales Team has excelled; proving that a friendly, honest and caring approach is just what the UK market is looking for.

Success began slowly with January and February proving particularly quiet whilst opportunities were developed and openings explored. March was a different story and the announcement was made that Indigo had been chosen to provide cleaning and associated support services to the 9 office locations of TNS - one of the UK's leading media corporations.

Doubling this success, Indigo was also appointed as preferred supplier to TNS's parent company the WPP Group - the largest provider of media, communications and public relations in the world with over 200 office sites in the UK not to mention over 1000 in mainland Europe. This award has seen Indigo working together with WPP to develop services into the other companies which make up their Group - representing a truly exciting venture for both organisations.

Whilst the win was a team effort in every respect with invaluable assistance given by operations, finance and beyond, the bid was lead by Gregoria Cooper (Business Development Manager – London City) and was her first major win since progressing from her trainee role. Indigo's association with TNS went back for quite some time and Greg began to develop the initial lead way back in 2007. Throughout numerous site surveys, phone conversations and meetings she successfully forged a strong working relationship with their procurement team. Her hard work was critical in placing Indigo in a key position when the time came for the e-auction and presentation and she deservedly enjoyed congratulations on a job well done.

In April Indigo received more good news with the official confirmation of being appointed the new supplier to the British Market Research Bureau (BMRB), Britain's longest established market research organization. The Bureau celebrated its 75<sup>th</sup> anniversary in 2008 with a move to new premises at Ealing Gateway and the award put Indigo at the heart of a prestigious business environment, with corresponding opportunities for development.

Another example of the Company's growing relationship with the WPP Group, gaining the BMRB contract was again attributable to Gregoria Cooper. In a tremendous start to the year, the win saw Greg's sales figures exceed £0.5m - impressive stuff from someone with less than a year's experience in sales!

The general mood of success continued throughout the weeks afterwards with wins at Long Road and Marnar Schools, Higgins Group, Serco, SJS Management, Griffin Marine Travel and additions at Judge Business School and Herschel Smith Clinical School. Then, after a very lengthy tender process spreading over a number of months, Indigo was awarded the contract to supply cleaning services to Marshalls Aerospace in Cambridge – a "giant" within the aerospace and aviation industry.

The contract will cover services to the whole site and will encompass some original elements of the site dating back to its inception in the early 20<sup>th</sup> century right through to the newly opened Marshall Business Aviation Centre, the showpiece of the Group. 2009 sees Marshalls celebrate their centenary and Indigo is proud to have been selected as their cleaning partner for such an historic period of their evolution.

On this occasion, the congratulations went to Clare Jeffers (Business Development Manager – East Anglia) for an amazing victory – a win that represented the biggest single site award for the Company in over 5 years and placed Marshalls as Indigo's 6<sup>th</sup> largest contract. Clare's dedication to the job, enthusiasm and sheer hard work won through against substantial challenges from industry competitors. Every win is a team effort and special thanks and congratulations were extended to Sam Osbourne (Operations Manager – Cambridge) who worked with Clare on the bid. From site walk-rounds all the way through to the presentation to the Marshalls team, Sam's operational experience and enthusiastic passion for the business perfectly complimented Clare's approach in presenting the Indigo philosophy – highlighting to us all how Sales and Operations can successfully work together.

Like Premiership Football, sales is a highly competitive team game with each game, and indeed each season, having two halves. Indigo were clear winners in the first half and aims to capitalize on this lead as they push towards the final whistle of 2009. With a strong team ethos, and a healthy mix of youth and maturity, experience and enthusiasm, optimism sits alongside a true belief that the next big win is literally just round the corner!