

News Release



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FAO:

Phase's Marketing Surge Pays Dividends in Proficiency Index Awards

WORD-right. June 11 2008. Phase Office Supplies Limited (<http://www.phaseoffice.co.uk>), based in Chertsey, Surrey, has achieved 2nd place in the 2008 Proficiency Index Annual Productivity Championship.

The Top Performers Championships, organised by Proficiency Post ([http://www.proficiency2020.com/top+](http://www.proficiency2020.com/top+performers.asp)

[performers.asp](http://www.proficiency2020.com/top+performers.asp)), measures the productivity of both UK and USA Office Supply companies, based on sales and number of employees. This includes both online sales only and full service providers. Phase provides a full personal service to its customer base, as well as offering an online ordering facility, if desired.



Phase attributes this success to an increase in its marketing activity. This includes a new brand image, marketing collateral, new website, and internet marketing. The company's sales team consists of 3 Directors: Alan Sames, Peter Harte, and Paul Farrow, who take a pro-active sales role, and 5 Regional Account Managers. Much of the recent Phase marketing activity

has been out-sourced to allow its Field Sales team to concentrate on generating new business and servicing existing customers.

This is Phase's 2nd accolade this year. In April, the company was listed in Real Business Magazine Hot 100 Companies, which ranks entrepreneurial companies by their increase in growth and percentage turnover.

Phase is rapidly growing to become one of the UK's largest independent office supply companies. As well as offering competitive pricing, Phase specialise in reducing the hidden costs of office supplies acquisition. By eliminating expenditure on areas such as capital investment in stock, distribution, buyers time, administration, and accounting time, Phase expect to reduce its customers' procurement costs by up to 40%.

Phase works with companies of all sizes, from the SME market to large international organisations. Ladbrokes plc, which in 2007 awarded Phase its prestigious Customer Service Award, reduced its office supplies acquisition costs by £250,000 in a year.

Phase Managing Director, Alan Sames says, "We are delighted with the results of the Top Performers Index. It underlines all the hard work and effort put in by everyone at Phase. Coming on top of the Hot 100 listing, it clearly shows what is possible when everyone pulls together."

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Note to Editors

Phase Office Supplies Limited employs a team of 16 people at its base in Chertsey, Surrey. To operate its lean, stockless system, Phase is partnered with a logistics company, OfficeTeam.

Phase was founded in 2002 by directors Alan Sames, Paul Farrow, and Peter Harte, who collectively boast more than 100 years experience in the Office Supplies Market.

Image: Phase Directors. Left to right: Peter Harte, Paul Farrow, Alan Sames (MD)

More images are available from:

http://www.word-right.co.uk/images/alan_sames.jpg

http://www.word-right.co.uk/images/paul_farrow.jpg

http://www.word-right.co.uk/images/peter_harte.jpg

http://www.word-right.co.uk/images/phase_directors.jpg

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