

Press release

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AccessPlus announces contract win with Virgin Retail

Leading print management specialist, AccessPlus has announced it has signed a multi million print management deal with Virgin Retail. The three year contract will cover the management of all Point-of-Sale (POS) print for the organisation, as well as an element of warehousing, distribution and POS collation requirements.

Says Jason Cromack, CEO: "Virgin is one of the most recognised brands in the world, with a reputation for excellence and a unique culture across its diverse range of businesses. The Virgin brand has been built by breaking into markets to offer consumers a better deal through an innovative and challenging approach to business. Similarly, our philosophy has always been to develop and utilise leading edge technologies to complement a strong customer service focus and offer clients new and creative approaches to print management.

"The POS contract with Virgin Retail is the latest in a series of high-profile brand wins this year, and once again proof that the commercial strategies we put in place following the acquisition of AccessPlus in late 2003 are the right ones. 2004 has been quite a year so far for AccessPlus. This latest contract win has been a real team effort throughout the entire process and we are all excited about the challenges it presents us moving forward."

A spokeswoman for Virgin says: "Virgin prides itself on striving to consistently deliver the best to its consumers, through a philosophy of continual improvement and innovation and cost efficiency. In order to achieve this, as an organisation we look to suppliers who share similar commercial and cultural values to the Virgin brand.

“Virgin Group Procurement, which facilitates collaborative sourcing projects across the Virgin Group, started the external tender process in the first half of 2004 with over 100 applications from potential suppliers. We had specifically targeted print spend as an area that would benefit from the increased leverage across the Virgin Group, delivering consistent quality, service and pricing, all of which are critical to Virgin's business success.

Following the extensive tender process, the spokeswoman confirms AccessPlus was appointed in August primarily because of their strong IT systems. “Through parent company, TripleArc and its Collaborative Workflow System (CWS), AccessPlus can provide leading edge technology that will encourage the streamlining of our print management processes, and provide complete transparency in the process. Moving forward this will put Virgin Retail in a better position to respond faster to the dynamic POS markets they serve.”

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