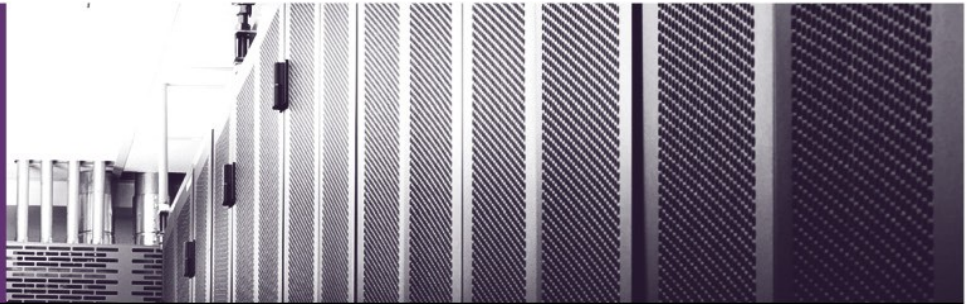


J BRAND

"My Customer, My Responsibility"



"Branded!" The J Brand Partner Update

Issue 29
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Above the Plimsoll Line

Using the most up-to-date information



available the "Plimsoll Report" analyses companies on their financial performance and is used by many businesses as a tool for navigating the challenges facing organisations in today's economic climate.

It was encouraging to note that J Brand were rated as "strong" in the most recent report that looked at the top 1000 companies in the "UK Electrical Contractors" industry. In the same report 178 companies were given a "danger" rating and marked as "heading for trouble"!

For more information on the report visit www.plimsoll.co.uk

World Cup Fantasy Football Update

With 23 people in the "**J Brand World Cup Fantasy Football League**", it's tight at the top, with Peter Craven of Debenhams leading the way, but being closely pursued by Richard Lee of Kingfisher and Steve Smith of Superdrug.

With the qualifying stage nearly upon us there are 11 new transfers available for the knock-out stage; make sure you use them to ensure that you don't "travel economy" with the French team and finish bottom!



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"New Technology" Role for Hedges

Dean Hedges has been with J Brand for nearly 20 years and in that time has progressed from his initial role as an on-site electrician to a project manager and more recently managing the bid preparation for major opportunities.



It was in his role as Bid Manager that Dean started to get involved with some of the new technology areas.

"When putting a tender response together for a client I noticed that there were certain areas, such as CCTV and the UPS provision, that we were not being asked about. With the new role I will be visiting our client base and ensuring that they understand the J Brand product and service offering."

Some of the areas that Dean will be concentrating on are:

- Digital Signage
- IP CCTV and Access Control
- Unified Access
- UPSs
- Green Technologies

"I am going to work closely with a small number of manufacturers such as APC for UPSs, Samsung for Unified Access, Power-Perfector for Green Technologies and Mobotix for CCTV. This will enable me to initially visit clients to give a high level overview of the product sets and then arrange specific sessions with the appropriate manufacturers for the key people within their organisation." said Dean.

If you are wondering who it is in the picture; that's Dean Hedges! Aside from his role at J Brand, Dean is also a qualified scuba diving instructor and has already helped two of his customers to pass their PADI diving qualification.

For further details or to be removed from the "Branded!" mail list, contact Paul Jordan on 020 7636 8214 or email pjordan@jbrand.co.uk