

## Air Conditioning Services

I can confirm that we are very pleased by the response from our adverts in London Business Pages. It has been a cost effective way to reach more companies around the whole of London. Thank you.

### Arctic Building Services Ltd

Peter Ruffhead, Service Director  
London BP  
Double 1/4 Column



## Aluminium Fabrications

It's early days for any return yet but Business Pages is good value for money and a good investment. The service they provide is also good.

### Pro-Fab Sheet Metal Ltd

G Smith  
East of England BP  
1/2 Column 1 Colour

## Asphalt & Macadam Laying

We have been advertising in Business Pages for some 7 years and have been very happy with the results.

Advertising in Business Pages is essential for all businesses seeking commercial work. One book covers the whole of London representing a good blanket cover. Adverts in Business Pages distinguish serious companies from a myriad of little businesses seeking work in the smaller and local directories.

### Glenco Civil Engineers Ltd

Mark Norton, Manager  
London BP  
3/8 Column

## Audio-Visual Services

We have been advertising with Business Pages for the last 8 years and I am delighted with the results.

The enquiries are always serious and the conversion rate is higher than with any other advertising that we have been involved with.

It has played an important part in the company's growth in the past and I am convinced that it will prove to do so in the future.

### Comtec Ltd

Danny Edwardson  
London BP  
Double 1/4 Column

## Bar Code Products & Services

Since advertising with Business Pages, we have attracted a lot of good quality customers from the London area. Business Pages has provided us with some ongoing customers and we have seen a 1.5 per cent increase in our business.

### Barcoding Solutions Ltd

Mr Griffiths  
Midlands & Mid Wales BP  
1/4 Column

## Bearing Stockists

We have tried advertising in most of the national directories, both industrial level and general public directories, but now we are only using Yellow Pages and Business Pages for our local and national advertising.

The reason we have chosen to use the services of Yell is that the directories are a trusted brand name that everybody has access to, from the man in the street, up to the multi-national company. Combined now with their online search engine, Yell offers us the fully rounded service we require.

When we moved premises a couple of years ago, despite advising customers of our move, a large majority of customers who used us on a less frequent basis found us again through Yell either online or in the books. We have also gained new business through Business Pages when companies have moved into our area and have required a local supplier. We would have no second thoughts with recommending people to advertise in the Yellow Pages and Business Pages directories.

### Revolution Seals

Melvin Stimson  
London BP & Thames Valley & Central BP  
1.5mm

## Boat Hire

We have been a customer of Yellow Pages for 10 years. We currently advertise in Business Pages and all the Yellow Pages covering London. You have not only got us advertising effectively but have helped increase our customer base. We are more than happy with the response we are receiving from Business Pages and are very pleased with the type of quality enquiry it brings.

### 1st Thames Cruises Ltd

William Ludgrove, Director  
London BP  
1/4 Column FPC

## Buildings - Relocatable

We are happy to use Business Pages as it provides direct business advertising to the business market.

### Mercian Masterplan Limited

Charles Armstrong  
Midlands & Mid Wales BP  
1/4 Column FPC

## Carpenters & Joiners

Since we started advertising in Business Pages we have noticed an increase in sales by 2% and an increase in enquiries by 2%. The sales representatives are very good and thorough in the jobs they do.

### Direct Carpentry Ltd

Lee Coleman  
Southern BP  
1/4 Column FPC

## Caterers

We have been advertising with Yell for the past 12 years, ever since we were established as a company. We are very happy with our advertising and we have found it cost effective. On average we pick up 10-12 calls per month and our conversion is 1:10. Yellow Pages and Business Pages are the only places we advertise.

### Frashards Ltd

Fred Griessen  
London BP  
1.5mm

## Ceilings - Suspended

As a result of advertising in Business Pages there has been an increase in sales by 10% and an increase in enquiries by 10%. So far the response we are getting from the Business Pages has been excellent. I personally believe that they are the best advertising option available. The sales representatives are very helpful and efficient.

### Darren Moss Suspended Ceilings

Darren Moss  
South West & South Wales BP  
30mm

## Copying & Duplicating Services

I personally believe Business Pages is good value for money. Since we started advertising in Business Pages, we have noticed an increase in enquiries by 10% and an increase in sales by about 3%. The sales representatives are very helpful and professional.

### Chelprint

John Howland  
South West & South Wales BP  
1/4 Column

**In 2004, 95% of Business Pages users agreed that it was straightforward to use and 87% agreed that it contained information you could trust \***

\* Source: NOP 2004

## Curtain Makers

I would like to take this opportunity to thank you for selling me the space in the Business Pages directory. You sold your product professionally and with little fuss, which is why I initially took on the advert. Since taking the advert I can honestly say that 85% of our enquiries came through your advert, with a high percentage being, what I call, quality enquiries.

### Interior Directions Ltd

John O'Shea  
London BP & Thames Valley & Central BP  
3/8 Column 1 Colour

## Demolition

To attract more customers we have increased the size of our advert and changed the artwork to attract more customers. This has proven successful in Business Pages. There has been an increase in enquiries and sales by 3%. I believe this is due to the fact that the book is easy to navigate through as it is user friendly. The representatives are very helpful and pleasant.

### Mitchell Demolition Ltd

John Mitchell  
East of England BP  
Double 3/8 Column FPC

## Door Mfrs - Industrial

Being in Business Pages makes our company name readily available for people trying to source our product. We are not looking to advertise in any other directories. We get good value for money.

### Hazlin of Ludlow

Caroline Cade  
All BP Directories except Scotland  
1.5mm

## Drain & Pipe Cleaning

We had increased the size of our advert to be better known locally as we believe Business Pages is the first source people refer to for services. The majority of our advertising is done through Yell. Since advertising in the Business Pages directory we have noticed an increase in enquiries by 10% and an increase in sales by 10%.

### Active Drainage

Mrs Cordery  
South West & South Wales BP  
1.5mm

## DVD & Video Services

Business Pages has worked well for us over the years. It covers a large geographical area and gives us vital access to new business customers.

### Carlton Video Productions

Roger Lane, Senior Partner  
London BP  
1/4 Column 1 Colour

## Electrical Inspecting & Testing

The quality of enquiries that we get through Business Pages is second to none.

### Brec Electrical Co Ltd

Colin Hall  
London BP  
1/4 Col FPC

## Electricians & Electrical Contractors

We believe as a result of this (spend in Business Pages) our small electrical works have increased by about 10% to include commercial and domestic. We are happy with the return and consider the spend a good investment.

### Ruddocks Ltd

R Hume  
East of England BP  
1/4 Column 1 Colour

## Employment Agencies & Consultants

We receive enquiries from throughout the Greater London area and we are pleased not only with the number of calls but the quality. Business Pages is the most cost effective advertising medium that we use.

### Optimal Group

Mr B Douglas, Manager  
London BP  
1/2 Column 1 Colour

## Estate Agents

I have been advertising in Business Pages for many years now, simply because it works. It acts as a very simple way to cover all of London and sets us apart from other agencies as only the higher profile commercial agents seem to be in there. We always try to assess the quality of enquiries that come through and in my experience they have had a very good consistency and that is the most important thing.

### LDG & Co

Lawrence Glyne, Director  
London BP  
4.5mm

## Fire Alarms

Business Pages has increased our sales by 20%. It has worked very well for us and we are very satisfied with it as Business Pages has brought us a lot more customers.

### Detek Fire & Security Services Ltd

Derek Williams  
East of England BP  
1/4 Column 1 Colour

## Flooring Services

Our advert with Business Pages has put our name to the forefront of resin flooring. It also acts as a reminder to existing customers of where we are.

### Hardwick Resin Flooring Ltd

John Hunt  
London BP  
30mm

## Freight Forwarding & Storage

We made a decision to advertise in Business Pages two years ago due to its unique focus on B2B selling as we wanted to reach more decision makers in the business sector. Since placing our advertisements we have enjoyed increased enquiries of the quality and nature we were hoping to achieve. In fact, 30% of the enquiries we now receive can be attributed to our presence in the Business Pages directory.

Advertising in Business Pages represents true value for money due to its wide coverage area. It enables us to reach businesses in previously uncharted territory.

Our turnover has certainly increased since moving our advertising to Business Pages and we consider it to be a worthwhile investment and would recommend it to all other businesses – except our competitors!

### Air & Cargo Services Ltd

Lynne Walker, National Sales Manager  
London BP, Southern BP & Thames Valley & Central BP  
1/4 Column

## French Polishers

I prefer advertising in Business Pages as I prefer the business to business opportunities it offers. The coverage is wider than the local directories.

### Brian Crooks French Polisher

Brian Crooks, Owner  
London BP & Southern BP  
Bold Face Entry

## Insurance – Commercial & Business

We advertise with Business Pages because the directory is distributed to other businesses and we get the enquiries from business customers that our business requires.

### E T Knagg & Co Ltd

David Mackie  
North West & North Wales BP  
3/8 Column 2 or 3 Colours

## Interior Designers

I will continue to advertise in Business Pages for another year. I feel that it is a very important media for me to be seen in due to the large number of businesses reached and the larger area covered. I look forward to incorporating Business Pages in future years' advertising.

### Aura Designworks

David Wells, Director  
Thames Valley & Central BP  
Bold + 2 Lines

## Internet Web Design

Our Business Pages advert in particular has allowed us to target our core market of London SMEs who seem to respond very well to the advert, making it very popular with our sales team, providing them with valuable inbound leads.

### A4 Internet

James Hirst, Director  
London BP  
1/4 Column 1 Colour

## Joinery Mfrs

Since we started advertising with Business Pages we have noticed an increase in sales and enquiries by 5%. The sales representatives that we had were very helpful and enthusiastic. I personally believe Business Pages are exceptionally better than other advertising mediums.

### DCH Joinery

Dave Hagemeyer  
Southern BP  
1.5mm

## Metal Polishers

Since advertising in Business Pages I have noticed an increase in enquiries by about 3-4%. As a result of this I have noticed an increase in sales by 4%. I find it a good advertising medium.

### Denne Metal Finishing

M Ball  
London BP & Southern BP  
30mm

## Mobile Phones & Accessories

We have been advertising with Yellow Pages and Business Pages for a number of years and have always found it a very effective way of advertising. With Business Pages we get a larger coverage area and more B2B enquiries.

### Fone Installations

Sharon Price  
Southern BP  
1/4 Column

## Packaging Materials

I would like to express my satisfaction at the response we have achieved through our advertisement in Business Pages. The majority of calls have resulted in business. Keep up the good work.

### Bream Fold Packaging Ltd

Mr M Gauci, Director  
London BP  
1/4 Column

## Painters & Decorators

Advertising with Business Pages has helped us greatly. The reason we changed the layout of our advert was to attract more commercial customers and by doing so it appears to have brought about more enquiries. Compared to other advertising mediums we have seen much bigger sales with advertising in Business Pages rather than other forms.

### Caustons

Mr Causton  
East of England BP, London BP & Southern BP  
1/4 Column 1 Colour & 1.5mm

## Partitioning Services & Eqpt

We have increased the coverage area we advertise in and due to this it has increased our enquiries by 20% and increased our sales by 20%. The sales representatives are very good in what they do and are very helpful.

### South East Partitioning Ltd

Chris Watson  
Southern BP  
30mm

## Plant & Machinery Hire

By advertising in Business Pages our company found that sales have increased by 10%. The sales representatives are brilliant, knowledgeable and very helpful in what they do. There came a time when we had to make amendments to our advertisement. The process was very straight forward and easy to accomplish.

### J T Few

Mrs Susan Janney  
East of England BP  
1/4 Column FPC

## Promotional Items & Incentives

We have always found Business Pages to be a most effective way of advertising Marks of Distinction. The London directory serves us well with the PR and Advertising Agencies that we are looking to use – companies such as ourselves – and we have found the directory to be an excellent medium for B2B use.

We are looking forward to renewing our advertising campaign in Business Pages and another successful year.

### Marks of Distinction

Mrs Jan Gill, Managing Director  
London BP  
1/4 Column

**1ST CLASS SERVICE**



**SPECIALY COMMISSIONED AWARDS**  
INCLUDING CUPS / TROPHIES / PLAQUES  
MEDALS / IN-HOUSE ENGRAVING  
PROMOTIONAL MERCHANDISE

*Specialist Suppliers to...*  
Blue Chip Companies  
Advertising & PR Agencies  
Clubs & Associations



**TEL: 020 8941 5533**  
FAX: 020 8941 5575  
www.marksofdistinction.net

55 Central Avenue, West Molesey, Surrey KT8 2QZ

## Refrigeration Eqpt – Commercial

We have been an advertiser for many, many years in this product and would always continue to do so. I can definitely say I have had numerous enquiries over the years and we have comfortably turned a high percentage into business.

In fact the type of client and the type of enquiry we receive seem to be more corporate than the ones we get from Yellow Pages and the contracts we embark on are of a higher value.

### Gamaway

Mr Habbibi  
London BP  
3/8 Column

**54% of Business Pages users were looking for details of a company they hadn't used before**

\* Source: NOP 2004

## Scaffolding Erectors

Advertising in Business Pages has increased enquiries and sales for the company. As a result of advertising in Business Pages our sales have increased by 3%. The sales representatives are very helpful and are very good in what they do.

### Diss Scaffolding Services

R Littleboy  
East of England BP  
1/4 Column 1 Colour

## Security Services & Eqpt

Over the years we have tried various advertising media but Business Pages is a constant.

This is because our Business Pages advertisement has always attracted a substantial percentage of our clients and has most definitely added to the current success and prosperity of Silverline Security Limited.

### Silverline Security Services Ltd

Francesca Hayes, Sales Manager  
London BP  
Double 3/8 Column

## Sheet Metal Work

I think the design of the advert and the size of it has generated more interest and enquiries over advertisers who use one line adverts. In my experience I would always enquire with the company with the most innovative advert.

**AIS Sheet Metal Ltd**  
Mr Brannon  
Midlands & Mid Wales BP  
3/8 Column & 15mm

## Storage Services

Since advertising in Business Pages we have noticed an increase in enquiries by 5%. As a result of this our sales have also increased by 5%.

**Associated Storage & Distribution**  
B Pittfield  
Southern BP  
45mm

## Surveyors - Land & Hydrographic

Since advertising in Business Pages we have noticed an increase in sales by about 3%. The Sales Representatives are very good in what they do. We only use Yell for advertising as we find it the most effective.

**Benchmark Surveys**  
Helen Richards  
South West & South Wales BP  
15mm

**46% of Business Pages users looked for details of a company they knew\***

\* Source: NOP 2004

## Surveyors & Valuers

Since advertising with Business Pages we have had a good response and people are more aware of our business. We like the coverage area of the directory because it is the only directory that covers the whole of the London area in one book.

**Bonsor Penningtons**  
Tim Gauld  
London BP  
15mm

## Taxis & Private Hire Vehicles

Advertising our service in Business Pages attracts a better type of work as it is delivered to businesses, so we tend to get more professional clients and a better quality of work in comparison to other forms of advertising.

**Avon Mini Buses Ltd**  
R Webb  
South West & South Wales BP  
45mm

## Vending Machine Mfrs & Suppliers

I think Business Pages is a good, well known medium to advertise in. It's a medium that our potential customers refer to.

Since advertising with Business Pages we have had a 20 per cent increase of business.

**Oasis Products Vending**  
Mr G Rose  
London BP  
3/8 Column

## Visa Services

We have advertised in a number of Business Pages directories throughout the country for quite a few years now and find that it certainly works very well for our business!

**Direct Passport & Visa Company Ltd**  
Angus Robb, Director  
London BP  
15mm

## Waste Paper Merchants

I advertise with Business Pages because I like the wide area it covers. Since advertising with Business Pages our business has increased by 10 per cent.

**D K Cranfield & Son**  
Kevin Cranfield  
London BP  
1/4 Column

## Waste Processing Machinery

I would like to confirm how pleased I am with the current advertising campaign. This has been reflected in the increased number of enquiries received, directly attributed to Business Pages.

**Kel-Pack - Kelwick Engineering**  
A Dawson  
All BP Directories  
15mm & 30mm

## Banks

We were particularly interested in selling to local steel stockholders and the easiest way to identify who's out there was to go to the relevant category in Business Pages. It was just the most straightforward way, and it gives a wider coverage than Yellow Pages. It was easy. I did use a few Internet databases, and they were fine, but you had to go in and log on and find the relevant website, whereas with Business Pages you just open the book.

Mr Stephen Grice, Bank Manager  
Stoke-on-Trent

## Boat Centre & Chandlers

I use it in conjunction with Yellow Pages and Yell.com when trying to track down specific businesses that I'm aware of already. It's a useful source of contact details for known businesses. I use it because it's generally more comprehensive... It's convenient when I don't have access to a computer... It's a useful format.

Selby Boat Centre  
Mr Simon Banks, General Manager  
Selby

## Car Leasing

I needed Business Pages to identify some prospects for selling (our services) to... and it saved me hours. I needed some fastenings for a re-breather for diving equipment. I was struggling to find the fastenings I needed; they are stainless steel. Business Pages pointed me to three companies that did stainless steel fastenings. I just had to call them.

VRS Equipment Leasing  
Mr Michael Green, Area Manager  
Runcorn

## Chartered Surveyors

We're chartered surveyors and I regularly use Business Pages for looking up solicitors' addresses, because we don't always have the addresses of all the clients we deal with. It's easier to use than the Internet because at work I don't have direct access to the Internet. It's quite up to date.

Ms Lorraine Miller, Valuation Assistant  
Aberdeen

## Community Development & Regeneration

We were trying to find a printer at some stage, another time we were trying to find a replacement for our copier machine, (we use it for) that type of thing. I think it was just the quickest way of doing it (finding information). I use it for new and known suppliers. I think if you start using (something) and it works, you just stick with it.

Ms Jane Hinds, Community Development Worker  
Doncaster

## Healthcare

I work in a Healthcare Trust and it's my job to give support to my colleagues when they approach management to order specialist equipment. So I use Business Pages on a regular basis to look up specialist equipment like beanbag sofas, sponge-type mats for the floor, padding for cotsides, whatever. It's usually for safety, for elderly patients, and most of the equipment tends to be related to that, and generally I can find it quite easily in Business Pages. I use Business Pages because it's more specialised. If I tried to use other directories it would take me longer, and sometimes they lead me down blind alleys, to the wrong type of equipment. In Business Pages I can actually find specifics, the type of things I'm looking for. It compares very favourably with the Internet, because the Internet is terrible. Business Pages is more reliable. The equipment we use in training, things like the floor mats we use, they are very specific and tend to be martial art type mats and again, we found the supplier in Business Pages.

Mr David McColvin, Training Co-ordinator  
Glasgow

## House Builder/Property Developer

We tend to use Business Pages mainly if we are looking for sub-contractors and suppliers for developments in other areas. The company I work for is local to Wrexham, and if we need to do a job out of area, we will use Business Pages for that or if we need to find different or specialist contractors or suppliers or other contacts outside of our area. Business Pages covers a larger area than Yellow Pages. I keep it on the side of my desk.

Mr John Houghton, Quantity Surveyor  
Wrexham

## Motorsport

We have Internet access, but I am used to sticking my hand out and getting Business Pages directory. It's my first port of call.

Ms Dawn Clayton, Cashier/Secretary  
Banbury

## Moving, Collection, Distribution

Quite a lot of the time we don't get addresses for businesses who we are delivering for or delivering to, so we use it for that. We've used it to get (suppliers for) parts for our vans and we've used it to get uniform suppliers for our company. We use it to find both existing and new suppliers. Ours is the Birmingham region and it's got everything we need in it so really there's no need to use anything else. We use main companies and all the main companies are in it.

Fleetfoot Transport  
Mr Wayne Chatterton, Van Driver  
Birmingham

## Petrol Stations

We were renewing the fridges for our shop and we used Business Pages because I think it has more information in it. There's just more companies in it, there were pages and pages of the companies we needed. It's straight to hand, find what you want, phone them up, and that's it. You're not scouring through pages on the Internet, hitting sites that are nothing to do with what you're after.

Colwich Filling Station  
Ms Helen Flavell, Director  
Stafford

## Plumbing & Heating

We're plumbing and heating suppliers and we regularly need to look for suppliers of specialist items such as radiators, toilets and baths. We find Business Pages very useful because it's comprehensive, and has more specialist information than other directories. It also beats the Internet because the Internet doesn't always have the information you require.

Mr R Lad, Management Accounts Clerk  
Leicester

## Public Affairs

I use it really when I'm looking for supplier services, printers, wholesalers that kind of thing. It's principally to find new suppliers, the telephone numbers and address. It sits on my desk, it's there, it's convenient... If I'm looking for a paper source then it's along with the other directories on my desk, so it's easy just to pick up, it's at hand.

APCO Scotland  
Carol Aitken, Managing Director  
Edinburgh

## Rigging

The last time I used Business Pages was to look for a rigging company. I need to do that quite a lot for my work. It's a regular thing and its part of the tendering process. I think Business Pages is quicker and more helpful than Yellow Pages. It's also very good when it comes to reliability. It's easier to use than the Internet because you can't always access the Internet that quickly.

Mr Matt Hilton  
Denton

## Sales & Repair of Printing Machinery

It's normally just to find a supplier I'm after at that time... It's usually a one-off requirement... I usually use Business Pages first. It could be anything from a plumber to a printer.

Selective Printing Machinery Ltd  
Ms A Bell  
Bradford

## Waste Disposal

When we are asked to do work in another area, we use Business Pages to look up people who are in a similar business to our own to target sub-contractors and further sales.

Mr Rob Marshall, Location Manager  
Chesterfield

## Waste Management

A fair proportion of our budget is spent on office supplies. At least once every month we order printer cartridges, photocopier paper, and we've also bought a fax machine using Business Pages. We use it instead of ordinary directories because it's more comprehensive, more detailed. It's a list of businesses so there's no confusion between normal residence and business numbers, it's purely for business. You can see whatever profession you're looking for, it's pretty broad I would say. On the Internet you have to be very specific in what you're looking for, and depending on your connection, it's not always that fast. It's straightforward if you're looking at Business Pages. For business supplies, it's under the heading at the top of the page, alphabetically listed. It would be quicker, it would be easier than using the Internet, and certainly cheaper.

Mr George Alexander, Area Manager  
Glasgow

## Bar Code Products & Services

### Finding the solution

"Just one good job and our advert has paid for itself"

Barcoding Solutions have been advertising with Business Pages for around four years, and now advertise in several directories. The owner, Lee Browning, took out new coverage last year in the Southern area directory and has been very happy with the results. "We know for a fact that we have been picked up in Business Pages and of course what we like about it is that they are actual businesses. They are the ones who are definitely looking for a barcoding system of some sort."

Established in 1996, the company does exactly what its name says. Mr Browning explains "Our key selling point is that we can put together a complete system – everything from software, hardware, consumables. We literally give our customers a turnkey solution to whatever problem they've got."

"We have got a really diverse customer base, from people that sell at various shows nationally to big corporate and logistics companies. So probably the best Yell product for us is Business Pages"

Barcoding Solutions believes their 1/4 Column ad helps them to stand out in their classification, they are very happy with it. They have tried other advertising but competitor directories have proved to be unsuccessful, rather than receiving valuable leads they had companies trying to sell to them!

"It does exactly what it is designed to do. It is easy for businesses to find the services they are after"



Mr Browning is satisfied with the directories, both as publications and in terms of value for money.

### Barcoding Solutions

Lee Browning  
Midlands & Mid Wales BP  
1/4 Column

## Designers – Product

### Inspiring confidence

“A wide range of work gives variety and keeps us creative”

John’s company Jedco has been in business for 21 years. Based in Weybridge, Surrey, they have a wealth of experience within the Product Design industry. They currently employ a team of 5, but are looking to recruit further, although they remain proud of the fact that they are a small business.

Jedco advertises in a variety of publications, mainly Business Pages and Yellow Pages directories in the London area, and trade magazines. Their market ranges from people who have new inventions they wish to develop to large national companies looking for a redesign to an existing product. They want to develop a wider range of clients, despite already having some really great ones like London Transport.

“The majority of our work comes via word of mouth but there is always room for new clients”

The company finds that cold calling does not suit their type of business or industry. People only look for product designers when they actually need them, making Business Pages a useful tool to search.

“If people look you up in Business Pages, they are half way to employing you”



John Elson

“The reason we advertise in Business Pages is not just to gain more work, but to continue establishing our credibility. It instills confidence in our customers – knowing that our name appears across a number of Yell directories. They are more likely to use a company whose name and advert appears regularly.”

Jedco has advertised in the London Business Pages and quite a few of the London Yellow Pages directories over the last ten years, which generates a good number of their customers. Many approach them directly as a result of this advertising.

#### JEDCo Product Designers Ltd

J Elson  
London BP  
Bold + 1 Line

## Electrical Inspecting & Testing

### Gaining credibility

“We met our best customer through Business Pages”

Brec Electrical is a small, family-run electrical firm, based in Walton-on-Thames in Surrey. Its owner, Michael Blackburn, has advertised with Business Pages for over three years. First established by Mr Blackburn’s father in 1961, Brec are electrical contractors, working mainly for industrial and commercial clients, as well as some domestic testing and specification work.

The company has expanded steadily and they now advertise in several classifications in the London Business Pages directory. As their turnover increases and profits grow they plan to invest more in advertising. “Most of our business is aimed at the industrial and commercial sector, Business Pages is far more targeted towards business users and the enquiries we get are serious and of good quality.”

“I’ve found Business Pages second to none for the quality of the enquiries I get”

In fact, Mr Blackburn feels very confident in putting all his advertising spend into Business Pages. “We could advertise in various media but Business Pages works for us and probably works best for most small businesses – it has got to be the best medium for people like us.”

“Overall we couldn’t have wanted for a better service from Business Pages”



Mr Blackburn feels that having a presence in a comprehensive and widely distributed directory like Business Pages gives his business a lot of credibility.

“Customers need to know that you have got the expertise, the necessary experience, premises and more than just a mobile phone – having an advert in Business Pages says all this. If we didn’t advertise with Yell our business would probably diminish so we can’t afford not to!”

#### Brec Electrical

Michael Blackburn  
London BP  
1/4 Column FPC

## Insurance – Commercial & Business

### Business relevance

“The Business Pages directory suits our business, as it concentrates on business products and services, bringing enquiries that are most relevant”

Keith and his wife Carol run Commercial Link Direct from their office in Stockheath near Warrington. Established 15 years ago, the company focus has more recently been geared towards specialising in Commercial and Business Insurance.

They advertise in the North West & North Wales Business Pages directory, attracting enquiries and generating new business over a wide area, so it is vital that calls are relevant to the products and services they provide.

“If we want to generate more work, Business Pages certainly helps us to do that”

“My main goal for our Business Pages advertisement is to ensure that the business does not move backwards. I know that doesn't sound particularly positive but as long as you don't go backwards in this day and age, things are pretty good.”

Around 10 enquiries per month are generated directly from their Business Pages advert. “It brings in a steady stream of enquiries and new leads for our business. These customers in turn use word of mouth to tell their friends and family, so Business Pages has helped in many ways.”

“100% of our advertising budget is spent in Business Pages directory and this pays for itself very quickly”



Keith Campbell

Their biggest and most important lead from Business Pages has developed into a repeat customer over the last three years and the resulting business has effectively paid for every bit of advertising they've ever done!

They are very happy with their quarter column advert, which has remained the same for the last few years. It stands out and gets noticed, which is very important.

“We will certainly continue to advertise with Business Pages in the future.”

### Commercial Link Direct

Keith Campbell  
North West & North Wales BP  
1/4 Column

## Security Services & Eqpt

### Securing new business

“Our advertising works”

Vertex Security Services is a medium-sized company that advertises in the North West and North Wales Business Pages directory.

A relatively young company, Vertex was established about five years ago and is thriving in today's fast-growing Security Services sector. The company supplies static security officers to office buildings, shopping centres and various types of commercial premises. Essentially dealing in “manpower”, they service a mixture of public places and private companies.

Vertex advertises in the Security Services and Equipment classification and is a long-term customer of Business Pages. In the first instance Mr Keith, the owner of Vertex, was able to benefit from Yell's design services, commenting that the sales reps were very helpful. He has subsequently been delighted to find that by advertising in Business Pages, the company's trade increased by 10%.

“We know that Business Pages works for our business because it's the source customers mentioned when asked where they heard about our business”

He has found that the Business Pages leads haven't just been enquiries but have been businesses actually looking for the services he supplies – sometimes even from beyond his usual client base.

Vertex is growing steadily as a company as a result of the increasing demand for their business. Mr Keith certainly plans to continue his advertising with Business Pages:



“These companies wouldn't have known us without Business Pages”

“I would say it has been valuable in that it has brought us to the attention of companies that are outside of the Merseyside area. I'm talking to companies that wouldn't have known us without Business Pages.”

### Vertex Security Services

Tommy Keith  
North West & North Wales BP  
30mm

## Sign Makers

### Signs of improvement

“Our advertising presents the right image for the types of customers we are looking for”



Mike Newman

Mike Newman and his sons run their own business called About Signs, based in Hampton. The company has been in business since 1989, starting up after one of his sons completed his training in sign writing and became involved in the industry.

They began as a traditional sign writing business, but now specialise in print and vinyl

cutting to keep pace with the latest developments in modern signage technology. This has proven successful and resulted in expansion and a planned move to larger premises.

“About Signs has always advertised in the Business Pages directory”

Some of their work is generated by word of mouth and they maintain an online presence with their own website, but the Business Pages directory plays a key role in attracting new business.

Their main advertising activity is through the Business Pages directory. They also support local events in the community, which helps their marketing plan. The majority of their advertising budget however is channelled towards several directory entries.

Their goal, like the majority of companies, is to win new and lucrative contacts, both large and small and to be favoured by their clients for repeat business.

“We do quite a lot of work for well known companies. We particularly try to get involved at an early stage with architects and designers in key projects. It is therefore important to keep our advert modern, so that it appeals to the right types of companies.”

“A lot of work has stemmed from advertising within the Business Pages directory, so we always keep our advert up-to-date”

They've increased the size of their advertising space over the years and have found this to be beneficial. Keeping the company forward-looking and focused on the future is key to Mike and he feels that his advertising helps him to do this.

#### About Signs

Mike Newman  
London BP  
1/4 Column



If you would like to find out more about advertising with Business Pages, call free on **0800 60 50 60.**

We're here to help; from 8.00am – 8.00pm Monday to Friday and 9.00am – 5.00pm Saturday.

So if you have any questions about timings, costs, your advertising programme or anything else related to Business Pages, just call the number above.