



Software Logistics chosen for design and production of Birmingham City Council Catalogue for the second consecutive year

For the second year running Birmingham City Council has chosen single source supplier Software Logistics for the design and print production of the Birmingham City Council Catalogue. The catalogue contains details of products from up to 250 suppliers to the Council. Following the delivery of the 2006 Catalogue in spring this year Software Logistics will manage the production of this weighty publication from artwork through to printing and binding for a second time. A total of 5000 copies of the finished catalogue will be delivered to three points within Birmingham City Council early in 2007.

The catalogue will consist of 28 sections including curriculum schools products which range from gym equipment to books and computers. In the latest edition a new section aimed at delivering a better environmental performance has been added including energy efficient goods and those produced from sustainable sourced materials.

The 950 page colour catalogue will be sent to Birmingham City Council employees with responsibility for purchasing goods and services. Over 450 schools within the Birmingham City Council area also have the option to use the catalogue.

Keith Wright, Catalogue Production Manager at Birmingham City Council said, "The initial contract was awarded to Software Logistics on the basis of price and quality. Since then we have seen how having design, print and production of the catalogue handled by just one company has helped the whole process to run smoothly. Project Management skills provided by Software Logistic have proved invaluable and we expect these to be even better this time around. We have also discovered a wide array of value added services around print production that Software Logistics provided without us having to ask. Therefore it was a straightforward decision to work with them again and we look forward to continued success on this large and complex project."

Barry Hurley, Managing Director at Software Logistics concluded, "We have a lot to live up to – we are delighted Birmingham City Council have recognised our hard work and dedication by awarding us the contract for a second year. We have even stronger project management skills in place this year and will benefit from lessons learnt from the 2006 Catalogue. We believe in long term relationships with our customers built on high quality service, extensive experience and a proven track record of success. This is a perfect example of that belief in action."

About Software Logistics

Founded in 1993 Software Logistics is a single source supplier of digital media replication, design and print, packaging production, fulfilment and distribution. Through a combination of high quality service, extensive experience and a proven track record of success, Software Logistics customers including many of leading private and public sector organisations in the UK.

For more information visit www.softwarelogistics.com

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