

## Triumph launches two new sales divisions

triumph

efficient storage : effective spaces

triumph

one stop : one sure source

Triumph, Britain's leading manufacturer of steel storage, has formed two new sales divisions to match the needs of its growing business.

With its successful entry into the UK major project market, following the launch of its Lm Lateral Filing System in 2006, the Project Led brand will be built around a new strapline: "efficient storage : effective spaces." This accurately reflects Triumph's desired positioning in the major corporate project and specifier market.

The brand for the Public Sector Division will carry its own unique red colour, supported by the new line: "one stop : one sure source." This positioning is designed to match the growing demand for single point ordering and one stop shops, as part of ongoing government procurement policy.

The overall Triumph corporate look remains the same, preserving the long standing Triumph heritage in its traditional markets.

Commenting on these changes, Tony Hendrick Sales and Marketing Director of Triumph said: "The formalising of these two new divisions is driven by strong sales success. In the last two years we have emerged as a stronger and stronger player in the project market. And, given our long experience in serving the Public Sector in the UK, our dedicated new division will allow us to make the most of the government's intentions on centralised procurement. We hope that this new initiative will confirm our place in these two important sectors."

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