

# marketing update

## New Triumph Showroom Opens in Clerkenwell



Thursday night saw the opening of the new Cross Keys building in St John Street - the new London home for Triumph Storage.

The five storey complex, right next door to the famous industry watering hole, The Gate, features a dedicated showroom space plus full conference, meeting and presentation facilities, and is designed as an important new resource centre for the furniture industry.

For the party, the entrance was dressed as

a Film Première 'Red Carpet' with live filming of arrivals piped through to monitor screens on every floor, backing the party theme of Film and Architecture.

Speaking of the party, Tony Hendrick, Triumph's Director of Sales and Marketing, said, "Our opening was a packed success. We want to thank all our friends in the furniture industry for giving us such a great start in our new home in Clerkenwell."

It was an overwhelming Triumph!

The Great **triumph** Opening Party of Thursday Last

To all those who came to see us in our new digs in Clerkenwell for our Opening Party on Thursday - thank you for making it such a packed success.

We are very proud to have had such support from our friends in the industry. We very much look forward to seeing you all here on a more personal visit in the future.

And to those who were not able to get there, we look forward to welcoming you too. You'll find 16 St John Street makes a great business base, and a strong new resource centre for the furniture industry. All thanks for your support.

It was an overwhelming Triumph!

Tony Hendrick, Director of Sales and Marketing

### IN THE PIPELINE...

- Personal Storage Brochure
- Lm Additions Brochure
- Revised POM Brochure
- Millennium Stadium Case Study
- Rio Tinto Case Study
- Dragon Fly Case Study
- Caerphilly Council Case Study
- Revised Environmental Flyer
- New Product Flyer
- Channel Info PR
- OnOffice PR
- Mix PR and Cross Keys Showroom Case Study
- OFAS PR

### Literature, mailshots, e-blasts...

- East Anglia Case Study
- Winchester Case Study
- Lm Brochure
- Metrix Brochure
- July Price Lists 2008
- New Vehicle Livery, with the latest specification engine, the Euro 5, emitting less CO<sub>2</sub> and reducing our products carbon footprint



### Website updates

- Press Room
- Products
- Carbon Footprint
- Homepage

**triumph**

efficient storage : effective spaces

## Triumph gets Gold Award for 'Most Improved Supplier 2007'

### Improved Supplier 2007'

Triumph, the leading supplier of steel storage to the UK furniture industry, is proud to have been given a Gold Award for being 'the most improved supplier in 2007', by Lyreco, one of the major international office supplies groups in the UK.

The Lyreco citation for the Gold Award from Tim Howes, Lyreco Marketing Director, states:

"Triumph have continued to improve over the last twelve months due to increasingly impressive service levels. This is a great achievement for a business that is not just delivering of-the-shelf products. To consistently hit delivery dates for customised product requirements is a brilliant achievement."

Tony Hendrick, Triumph's Director of Sales and Marketing said, "We are very proud of this accolade from Lyreco. We have always been famous for our attitude to service and delivery. It has sustained our business for over six decades - but it is great to have this Gold Award confirmed again for day-to-day performance - right now in the last twelve months. It is a real competitive edge for Triumph."



## Triumph's L<sup>m</sup> Lateral Filing System nets FIRA Gold Award for office furniture

Triumph, the major supplier of filing and steel storage to the UK corporate furniture industry, today announced a Gold Award for its top line range of L<sup>m</sup> Lateral Storage.

A Gold Award from the Furniture Industry Research Association (FIRA) is the ultimate mark of product excellence in the UK furniture business.

To gain the Award, Triumph's L<sup>m</sup> Lateral Filing System underwent rigorous testing in FIRA laboratories - checking all aspects of strength, stability, safety and durability. This was backed by a full programme of ergonomic assessment, with an evaluation of all aspects of workmanship and fitness

for purpose - in accordance with FIRA, British and International Standards

Speaking of this achievement, Tony Hendrick, Director of Sales and Marketing, said, "We are absolutely delighted with Gold for our L<sup>m</sup> Lateral Filing System. We are the only manufacturer of steel office furniture to have been given this Award. It confirms confidence in our flagship range. Customers must like it too. Our sales of lateral filing have quadrupled since we launched the L<sup>m</sup> system last year. This Award is proof of the strength of our whole product range."



## Our most recent editorials...

