
LogBuy - Press Release – 2 March 2005

SME's can save valuable time and money with LogBuy

LONDON — March 2, 2005— LogBuy today announced the launch of a FREE dedicated SME member association that provides small to medium sized businesses with easy access to the UK's leading business suppliers at prices normally only made available to large corporations. LogBuy enables small businesses to benefit from their combined purchasing power and provides its members with easy access to negotiated prices on all common business supplies – saving them both money and valuable time.

"As a small company we have spent hours, probably days in fact trying to find the right suppliers for our business," said Karina Thomsen, LogBuy's Marketing Director. "Not only do we look for quality, time of delivery and reliability, price is absolutely key when making any purchase decision. With LogBuy, we've done all the work for you, we've done the research, we've negotiated down the price and we've made the deals easily accessible."

As an example, LogBuy members can benefit from - up to 70% discount on selected stationery and 38% on office furniture with Impact, access over 750,000 discounted airfares and 49,000 discounted hotel rates with BTI, save up to 57% on UK calls against BT's Business Plan* with One.Tel, receive a free fuel card with Shell and more.

LogBuy will be continually adding to the agreements over the course of the year, as well as assessing the supplier agreements it has negotiated, to ensure LogBuy members always get the best deal.

"We are really excited about launching this service in the UK," said David Wall, LogBuy's Managing Director "We have a unique product supported by some of the leading brands in the country. LogBuy has something to offer all small and medium sized businesses nationwide and we wanted to ensure the service was FREE, so no matter what size or stage companies were at, they could easily join and benefit from our great deals."

"Entrepreneurism in the UK is rife but start-up businesses need support, which is why it is comforting to see so many tailored services springing up," says Daphne Milner, Chief Executive at Business Link Berkshire and Wiltshire. "When the team at LogBuy came to us for early advice on its start-up process we could see the potential for the business to grow and prosper in this market. The expertise that the company will provide by negotiating low cost fees will be hugely beneficial in terms of saving new business owners time and money."

Nick Hurrell, Director of Corporate Sales Support at BTI UK, the UK's leading corporate travel management company, added: "We are keen to work with LogBuy to develop this opportunity in the UK – and across Europe in the future – as it fits well with our own strategy of providing tailored travel solutions designed to meet the needs of individual companies, regardless of their size. We recognise that LogBuy focuses on suppliers that deliver excellent quality combined with exceptional value and BTI UK is happy to offer its expertise alongside leading brands such as Shell"

LogBuy originated in Denmark in 2002 and has since become the largest SME member purchasing association. The success of LogBuy in Denmark has been due to the collaborative nature of the association, negotiating the best prices on key business suppliers, as well as offering other key member benefits such as a regular member magazine and networking events.

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Password access to the member site and image files for LogBuy and its suppliers are available on request at <mailto:pr@logbuy.co.uk> For further information on LogBuy please visit <http://www.logbuy.co.uk>.

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*Comparison made against BT Business Plan rates for customers with an annual spend of up to £250 per site. BT call connection fee and capping apply on UK and mobile calls. Source www.bt.com as at 01/03/05. Conditions apply.
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