
LogBuy - Press Release – 24 May 2005

LogBuy - The UK's Business Discount Club launches at 'B2B London' with 15 Suppliers

LONDON — May 24, 2005 — LogBuy has chosen 'B2B London' as the first event to launch its unique Business Discount Club, free to the business market. Having just launched its service to the UK market, LogBuy now offers 15 Supplier Agreements to its members and continues to add suppliers every month.

As businesses focus on driving sales, it's easy to forget what a powerful impact purchasing has on bottom-line profits. For many businesses, a 1% cut in costs can have the same impact on profit as a 10% increase in sales! And with 10-15% of SMEs annual turnover being spent on non-core products and services, it's clearly an area that shouldn't be ignored. With LogBuy, businesses now have an easy route that always ensure they get the best deal as well as keep in control of their purchasing.

Finally, prices normally only made available to large corporations are now made available to SMEs through LogBuy. LogBuy has negotiated prices with 15 leading business suppliers in UK, covering over 80% of business supplies required to run a business, enabling businesses to benefit from their combined purchasing power, saving both money and valuable time.

LogBuy members save thousands every year by using the contracts. One example is 'Snow & Ski'; with 30 employees traveling around Europe 'Snow & Ski' now save over £5,000 a year by changing their telephone contract to a specially negotiated rate with LogBuy. Gleen Retz, Managing Director said "It's easy to see how LogBuy works; by joining other small businesses & becoming a member of LogBuy, we can now get access to discounts and have the buying power of a larger company. We now use the money that we saved on accelerating our business instead. Isn't this what's important to all small businesses?"

LogBuy will be representing 15 suppliers at B2B London; from the 'Apple Store' for computer hardware and software to 'Depositit' for online data back-up. Here's an example of the deals available to LogBuy members;

'Shell' offer's LogBuy members a free fuel card. With potential changes in EU law that will mean employers will no longer be able to reclaim VAT on the petrol expenses of their employees, a fuel card is due to become a necessity for businesses in the future.

'BTI UK' (Business Travel International), the UK's leading travel management company with extensive buying power, offer's LogBuy members the lowest fares and rates on over 750,000 airfares and 49,000 hotels.

'Impact Office Equipment' exclusively offer's LogBuy members up to 70% discount on selected stationery and 20% on office furniture. Through Impact members are guaranteed to make savings on the office supplies.

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LogBuy originated in Denmark in 2002 and has since become the largest SME member purchasing association. LogBuy launched in the UK in March 2005. The success of LogBuy is due to the collaboration of the club with its members 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>. LogBuy Press releases via email. To subscribe: <<mailto:pr@logbuy.co.uk?subject=subscribe>> To unsubscribe: <<mailto:pr@logbuy.co.uk?subject=unsubscribe>>