

SHS SALES & MARKETING

OUTSOURCING IS KEY TO GROWTH

DETAILS

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KEY CONTACTS

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KEY BRANDS

Desperados
Douwe Egberts
Farmlea
Filippo Berio
First Cape
Fox's Biscuits
Gerber Juice Company
including Sunny D,
Del Monte and Welch's
Johnson & Johnson
Jordans
Mars Consumer Drinks
Merrydown
Pomegreat
Punjana
Reckitt Benckiser
including Vanish,
Finish and Dettol
Ricola
Ryvita
Shloer
Smith Kendon
including York Fruits
SSL including
Durex, Marigold
WKD
WKD Core

Outsourcing the key functions of sales and distribution has never been more relevant to brand owners looking to secure growth, according to SHS Sales & Marketing MD Peter Butler.

He says: "Recent challenging trading conditions has made SHS Sales & Marketing's one-stop solution an even more attractive model for brand owners. It offers a financial solution that reduces complexity and costs and at the same time opens up channels that will grow business."

Butler acknowledges that its not just about cutting costs but also about tapping into SHS Sales & Marketing's excellent lines of communication and logistics within grocery, on-trade and foodservice that makes his company the right fit for brand owners.

The company prides itself on having excellent relationships with key buyers across all channels, including extensive call coverage from sales professionals with a thorough understanding of a complex marketplace.



“ We pride ourselves on having channel expertise that is second to none ”

"We have more than 25 years' experience of growing great brands and we pride ourselves on possessing channel expertise that is second to none across the grocery multiples, impulse and convenience channels, as well as across the on trade and foodservice," adds Butler.

"There are three simple things that make for successful outsourcing - reach, reputation and relationships. These are at the centre of everything we do and have helped us become a supplier of choice within the trading channels in which we operate."

SUSTAINABLE STRUCTURE

SHS Sales & Marketing's coverage extends to the whole of the British Isles, including Ireland, and the company is committed to continuing to invest in the kind of infrastructure that will sustain - and improve - the service it offers brand owners.

Recent investment in leading SAP technology, for example, means SHS Sales & Marketing can keep customers informed of developments on a brand's performance in an instant.

"We deliver the highest level of performance in sales, brand execution, customer management, business support and logistics," says Butler, "and we invest heavily in training and development and reward success."

SHS Sales & Marketing draws on the financial stability and success of parent company SHS Group, which has expertise in brand ownership, counting WKD, Shloer and Merrydown among its leading successes.

But he acknowledges that there is no room for complacency: "We are continually looking forward so we can meet all the future needs of our brand owners and we have a real passion for excellence. We believe it is this approach, coupled with a stable team of great people in whom we constantly invest, that have made us the right choice for our brand partners." ■

