



EVERYTHINGBRANDED DOG SHOW

PORTUGAL TRIP

EverythingBranded showcases to local businesses

A small team from EverythingBranded UK attended the seventh annual Love Business Expo in Loughborough on February 22.

The event is an exhibition aiming to bring together local businesses in the East Midlands area.

Exhibitors and attendees have the chance to broaden their network and see what other businesses have offer.

The EverythingBranded team enjoyed chatting to potential clients and customers who visited their stall to discuss future promotional product ideas. The team also saw many existing customers they had met at previous events.

Chris Pitts said: "The exhibition was a great opportunity to connect more with businesses we have relationships with as well as a chance to generate new



relationships with local businesses.

"Many businness were keen to hear new ideas about promotional products and how they can benefit

their marketing campaigns. The event was a huge success with the team meeting many new contacts and we are excited to see how those turn into leads and sales."

TOP THREE REVIEWS



★★★★★
Dennis

After making an online inquiry, Dennis Bradley called me to discuss what I was looking for and having a hard time finding at the right price. He suggested an alternative favor idea that was absolutely perfect. The price was amazing and the favors arrived well in time for the event. I could not have asked for more impeccable customer service and felt like I was his only customer. I will absolutely look to Dennis Bradley and Everything Branded for future events. Thanks again Dennis!!



★★★★★

Excellent service! I ordered 50 embossed conference folders. Samples of folders were sent to me so I could choose which to order and artwork was quickly mocked up and emailed to me. The complete order took only 2 weeks to be delivered (including Easter holidays). Throughout I dealt with Harry how was very helpful and responded quickly to my emails. Would definitely recommend.



★★★★★
Devon

Devon Robb - The person to deal with at Everything Branded!!! Very professional, friendly and efficient. My order was processed perfectly from start to finish. Devon kept me updated at every point. Superb service and the product I ordered is of fabulous quality!!! Some companies do provide similar products slightly cheaper but I am certainly happy to not "go cheap" for this level of service (Devon) and the quality from Everything Branded. Very happy customer. So happy that I am placing a second order with Devon on another product. Do not

Paws for a good cause

The team at EverythingBranded.co.uk had a chance to parade their canine companions around the Peat House offices in Leicester at a fundraising dog show event that took place on Monday, March 12.

For one lunchtime the office was transformed into an area for dogs to strut their stuff with rosettes given for best in show, most agile and a prize for the poshest pooch.

The event was held in aid of Marnie, one of our account administrator's dog. Stacey is looking to raise funds for Marnie as she is in need of specialist care and operations for hip dysplasia.

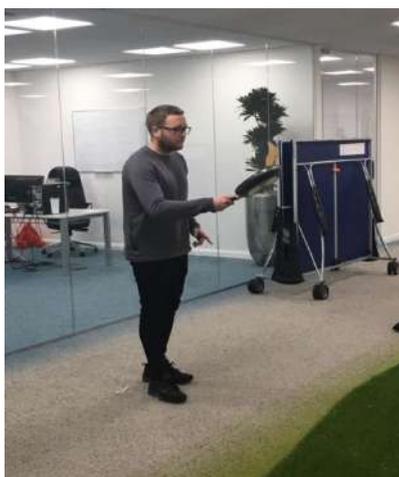
Paul Rowlett, CEO and founder of EverythingBranded.co.uk, said: "My wife and I are dog lovers so we were always going to love this event. It was a great way to raise a bit of money for Marnie, as well as giving the team something fun at lunch.

"We always aim to provide a fun and engaging working environment so when we can mix it with some

fundraising to support one of our team members it's always a bonus."

The event was judged by the Director of Operations, Chris Pitts, Director of Sales, Mosh Aman, Director of Finance Monique James and Marnie's owner Stacey. Bailey took home the rosette for the agility round, Theo the pug won Best in Show and the poshest pooch rosette went to Luna. As well as the rosettes the winners won a large goody bag to enjoy.

All the contestants won a small bag of treats for participating.



Flippin' fantastic tossing for Pancake Day

On the February 9 the marketing team held a pancake flipping competition.

The competition aimed to bring together the EverythingBranded UK and USA teams for the first time since the move to Peat House.

The event was a huge success and great fun for everyone in the office and the team hopes to hold more competitions in the future. Each contestant had 30 seconds to flip the pancake as many times as possible. To make things more interesting the winner would receive £20.00 for their efforts.

The winner of the competition was Louis Allen. He said: "I'd say this is definitely my greatest achievement at EverythingBranded and I'm proud to be the top tosser in

the office!" He won with a total of 38 flips.

Mitesh Patel, Marketing Assistant at EverythingBranded said: "When I first heard about the Pancake flip competition, I was excited and thrilled to be representing the Marketing team, however It didn't go as well as I thought it would. My pancake fails turned into a two second GIF on the EverythingBranded social media pages."

Many thanks to the other contestants for taking part in this event and being good sports, all (well, most!) participants did exceptionally well and the marketing team would like to thank them for getting involved in the fun. We hope to see continued success in future competitions!

Staff enjoy prizes for overtime effort

Anyone who had worked overtime had the chance to enter a raffle, with the prizes ranging from gardening gloves to a spa day! Codie from team USA won the top prize of a lush spa weekend of her efforts and hard work. For Richard's time and effort he won an a helicopter drone. Everyone involved in the raffle was well deserving of the prizes on offer and the team we will be looking forward to holding more activities and more raffles like this. Chris Pitts said: "This is a great way to reward our hard-working staff for being so good at what they do. Some of our staff who had won prizes are new starters, so it is a testament to how well the teams are working from new starters to the more experienced amongst us."



Reece wins Anthony Joshua shorts

In the most recent Sales incentive scheme, we saw Reece Lockwood take the prize.

The sales representatives had to meet 100% of their target for the month, the reps that met their end targets were entered a draw to win a signed pair of Anthony Joshua's shorts.

We have employee incentives and rewards to show our appreciation for those who go above and beyond.



Honourable Mention

Laura Lloyd from the Marketing Department has been awarded Baltic Training's Apprentice of the Month for April. The bright, talented and ambitious Laura Lloyd received the Baltic Employee of the Month Award for her continuous hard work and dedication for the month. Laura Lloyd has always shown great commitment throughout her apprenticeship and we're excited to see how she progress throughout the year.



Manager's Spotlight

Manager's Spotlight gives a member of the management team a chance to reflect on their time at Charles Alexander Distribution and chat about their work and the company moving forward.

What was your first impression of EverythingBranded?

When I joined in October 2017 I visited the site a couple of times and didn't get to see all staff on site due to the USA team was on USA holidays, so it seemed bit empty to begin with. Once I got stuck into the role I couldn't believe how busy the company was. When I got to see the USA team, they were vibrant and the sales team were hungry to hit targets and get as much sales in as they can. People are so down to earth and are willing to share their knowledge and experiences. The finance team are a great surprise to me, I have never seen anything like this. When each person has completed an invoice payment settlement they act as though they have achieved a sale, you will

see some of them dancing around the place having a little boogie. It's is such a great atmosphere, especially when they have nothing left on the debt list, I can vouch for that!

What has surprised you most about working here?

Getting to know the owners is a pleasure, they are so understanding and down to earth and are willing to hear your thoughts and ideas. They are great at involving you in matters and will share their future thoughts and see what we think! It is brilliant to see how they look after their staff and that all staff are on board with everything that is going on! The Christmas party was fantastic and to see what they put out for all staff was great and was very rewarding to all the employees. The surprising part of EverythingBranded is that we are like one big happy family and its great to have this feeling.

What do you like most about your job?

No matter what I plan in my diary it never goes to

plan, each day is different and that's what I like about my role. I never really know what's around the corner, one minute I could be having a management meeting and the next I could be presenting the figures to another meeting which I may I not have known about.

My role consists of being prepared and on your toes because anything could be asked at any time.

I like being busy and the buzz off it as I am always prepared. I have a fantastic team as they seem to take on new tasks quite easily, when I have put new processes and procedures, everyone took it very well and once I trained each employee they have all excelled since. So I am very proud of them all.

How has the company changed since you've been here?

From when the company was at seventy

employees, the change seeing the growth now at 37% + we have so many new staff, but the good thing is the vibe around achieving and completing tasks is still strong as we adapt to new and better ways for the company's future growth. All positive for 2018 and for oncoming years to come.

Where do you see it going in the next year?

We have always had a great amount of business and leads so we're excited to see the new starters work with that business. The introduction of the new CRM system will be able to filter all business requirements and admin tasks allowing staff to focus on their daily tasks.



EverythingBranded Support Bodie Hodges Foundation Frank Bruno Evening

On Thursday 22nd March the Bodie Hodges Foundation hosted a sports dinner and charity auction event, with a special guest appearance from the boxing legend, Frank Bruno and Britain's Got Talent's Jamie Raven.

The event was held at the Leicester Tiger's Welford Road Stadium, consisting of a three course meal and Q&A with Frank Bruno hosted by BBC Radio Leicester's Ian Stringer. This was followed by entertainment in the form of a magic show from Jamie Raven.

Members of the EverythingBranded team entered into the charity auction and successfully acquired a number of the prizes to be won!

Director of Sales, Mosh Aman won the signed Anthony Joshua shorts and a Frank Bruno signed glove. There were three signed Frank Bruno gloves on offer and members of the EverythingBranded.co.uk leadership

team won the three auctions.

The total raised by the event is set to be around £40,000, an amazing amount of money for a worthy cause.



EverythingBranded celebrates 1000th Review on Reviews.co.uk

The team behind EverythingBranded.co.uk has celebrated their 1000th review on Reviews.co.uk on Wednesday, March 7.

The EverythingBranded.co.uk sales team held a competition to see whose customer the 1000th review would be. Account manager Jordan Fox was the lucky member of staff. Jordan took home a small bonus as a prize, as well as a cake kindly provided by Reviews.co.uk

Although Jordan was awarded the cake, he was kind enough to share the cake with the rest of the team. The personalised cake from Reviews.co.uk congratulated the company on reaching the milestone.

Paul Rowlett, CEO and founder of Charles Alexander Distribution, said: "It's a testament to the fantastic levels of service we have in this business to reach such a great milestone. To reach the milestone with an overall average of 4.72 out of 5 rating is something we can all be proud of.

"We would also like to say a huge thank you to Reviews.co.uk for sending a cake over to us to celebrate the milestone. It was a big hit with the sales staff and a fun way to say thank you and congratulations.

"We are already working towards the next milestone and we hope to keep up the great levels of service as we continue to grow as a company."

Jordan Fox said: "It's always nice when we receive positive feedback as it shows we're doing something right. Getting up to 1000 reviews with such a high average shows we're doing a lot right as a team and I'm pleased to have been the lucky recipient of the 1000th review."



Welcoming our new starters



Adrianna - EB USA

Joining EB USA sales team. She was born in London but moved up to Leicester later down the line. She loves travelling and always tries to make at least one trip a year.



Alex - EB USA

Joining the EB USA sales team. He is half Greek and can speak Greek fluently. He's into fitness and healthy eating, he loves animals and has two cats at home.



Dennis - EB USA

Joining EB USA sales team. He moved from the USA 30 years ago and has since gained experience in customer service. He loves travelling, building relationships and making new friends.



Rob - EB USA

Joining the EB USA sales team. He is 30 years of age and has 3 children. He loves to play drums and has 3 years of sales and is excited to work for EB UK



Ross - EB UK

Joining the EB USA sales team. He is 22-years-old and was born in Leicester. He loves performing arts and travelling. He also enjoys eating spicy foods.



Emma - EB UK

Joining the EB UK sales team. She has several years experience in customer service and used to work at DHL. Her hobbies are going to the gym and keeping fit. She loves making new friends.



Andrew - EB UK

Joining the EB UK sales team. He is originally from Texas and his whole family live out there. He loves tattoos and he likes video games.



Luke - EB UK

Joining the EB UK sales team. He has a three-year-old daughter called Eevie. He used to be a stock car racer and he is passionate about visiting places and reading.

Welcoming our new starters



Fred - Printed4You

Joining the Printed4You sales team. He has 11 years experience working in photography and promotions. His hobbies are running and supporting Chelsea.



Anita - Printed4You

Joining the Printed4You sales team. She used to work for Leicester City Football Club. She loves to travel and her favourite drink is rum!



Mel - EB UK

Joining the EB UK sales team. She has 20 years of experience working in sales. She is 43 years of age and loves socialising.



Billy - EB UK

Joining the EB UK sales team. He has 3 and a 1/2 years experience working in sales and has previously worked for Sky and TNT. He loves to DJ.



Staff Trip to Portugal

A number of staff at Everythingbranded were taken away for a long weekend trip to Portugal. The trip was a reward for staff who met exceptional targets for March. The winners included the top performing sales staff and managers who had accumulated the most reviews and number of

PAID sales. Certain requirements

had to be met for reviews to count towards

their total. Each review had to be 4 stars and above, with the sales staff member's name mentioned.

The successful staff members, that attended the trip, were Jai, Kyan, Duco, Codie, Sam and James. The staff were accompanied by,

Paul, Jen, Mukesh, Nish and Mosh.

They went in the early hours on

Thursday 19th April and returned on the 23rd April, after 4 days spent in the sun (and a touch of rain). CEO and Founder, Paul Rowlett said, "Here at EverythingBranded we constantly aim to reward the hard work and commitment of our staff. Incentives, such as this one, are a great way to show our appreciation."

April Sales



From March moving forward the sales leaderboards have been split into separate leagues for the USA and the UK teams. We wish everyone the best of luck in reaching the heights of the Premier League.

