

# Providing Expert Sales, Marketing And Distribution Solutions To Grow Your Brand



- Are you struggling to access the challenging UK convenience channel and it's **34,000 distribution points** with your in-house sales team?
- Are you looking to **expand your brand** into the convenience channel?"
- Are you being challenged to **grow your sales** as well as **expand your distribution** with increasingly limited resources?

- **Do you find it challenging** to meet minimum order quantities for some of your customers?
- Do you want to **drive your business efficiency** by reducing the number of orders, deliveries and invoices?
- **Are you confident you are getting the results** you need from your current distributor or partner?

**If any one of these business challenges sound familiar, we can help you to create a bespoke cost effective solution for your brand.**



## A Business With An Established Reputation...

Primeline Sales & Marketing are the UK & Ireland's leading integrated sales, marketing and distribution partner for some of the world's leading brands.

With annual sales of over £240m we deliver our partner client's business objectives by acting as a dedicated extension of their sales team.

Operating in Ireland since 1988 and in the UK since 2016, Primeline provide extensive sales & marketing coverage across the convenience, wholesale, healthcare, discounter and high street retail channels in the UK.

## At Primeline We Recognise That The UK Convenience Channel Provides Unique Opportunities...

Did you know that the UK convenience channel is worth £40bn today and is forecast to grow to £47bn by 2022?

Symbol groups and unaffiliated independents are a 34,000 distribution point opportunity but it's a fragmented channel which requires real specialist expertise. Our team deal with this channel daily, so can add real value to your business and provide you with the support that you need.



ISO 9001 is the international standard that specifies requirements for a quality management system (QMS). Organizations use the standard to demonstrate the ability to consistently provide products and services that meet customer and regulatory requirements.

# So What Makes Us Truly Unique?

## Growing **Your** Brand Is Our Number 1 Priority

- Flexible service model: full end to end sales, marketing and distribution, from your factory gate to your customers or we can act as your out-sourced sales & activation team.
- We provide full customer sales coverage at Head Office and local level with our experienced team of ex blue chip FMCG National Account Managers and Business Development Managers
- Regular depot calls to drive excellent execution, maintenance of stock levels, promotional activity and terms compliance.
- Full sales support functions including category management, shopper marketing and brand activation.

## From Your Factory Gate, To Your Customers...

Through just one customer, one order, one invoice and one on time payment your brands can access over 150 of our customers including:

### WHOLESALE



### CONVENIENCE



### FOODSERVICE



### RETAIL



### INDEPENDENTS





# We Are Proud Partners To Our Customers And A Range Of Leading Brands



*"I have been trading with Primeline for a period of six months now on the Robert McBride Cleaning Range and during that time, their service has been exemplary, from their account management, to field sales, to their deliveries".*

**Rahul Kotecha, Dhamecha Foods Ltd**



*"We appointed Primeline UK as our Full-Service Distributor in our Convenience, Wholesale and discount retail channels across all categories. Primeline UK gave absolute focus and commitment during the planning, implementation and go-live phases. They have consistently achieved strong sales performance, exceeding our expectations. They have done this by fully engaging the team at McBrides and their extensive customer base. Primeline are a strategic partner for McBrides and continue to play a vital part in our go to market solution in the UK convenience, wholesale and discount retail channels. I have no hesitation in recommending them."*

**Jonathan Townend, Director of Sales, McBrides**





*"Primeline are a pleasure to work with, from their efficient and prompt service to the relationship we have built, overall it is a very good experience. The products they supply us with are high quality and should we have any issues or concerns, they are dealt with and resolved immediately. Primeline offer us a great and reliable service, we would have no problem in recommending them"*


**Sarah Robinson, Operations Director, Countrywide**


## To Find How We Can Make Your Brand An Even Bigger Success Contact:

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