



Subject: **Business Startup Exhibition at Olympia**

The ASK Group is celebrating a very successful two days at the *Business Startup* exhibition at Olympia.

Now in its sixth year and featuring over 250 exhibitors, *Business Startup* is designed to provide the very best information, advice and services to those starting up their own businesses.

Our stand, featuring our four divisions; Translation, Internet, Print and Creative, generated a great deal of interest from delegates, and the ASK team were on hand to answer queries and give advice.

Lee Hall, ASK's Studio Manager who oversaw much of the preparation for the exhibition, said: "Startup at Olympia proved to be the busiest exhibition ASK has ever attended, and I am delighted at the positive feedback our exhibit received."

ASK's Print and Internet services were particularly popular with those attending the show, with our cost-effective solutions such as the starter website packages and print-on-demand service especially attractive to those just setting out in the business world.

Also promoted at the exhibition were ASK's new affiliate and YourBrand concepts. The affiliates and representatives scheme underwent a successful pilot in September, and all those involved are already taking orders. As Managing Director Gary Keens explains, "Unlike our translation brand which we can sell nationally from a single location, our print, creative and internet services are more likely to be purchased locally. We therefore want to recruit a team of local affiliates and representatives, and felt that *Business Startup* gave us an ideal opportunity to do this."

ASK YourBrand also proved popular at the entrepreneurial show. Delegates seemed impressed with the level of support which ASK can provide, and keen to see their business ideas become part of the ASK family.

To find out more about ASK YourBrand, visit the site at www.askgroup.co.uk/yourbrand, or to explore the range of other top quality services which ASK can offer, please see <http://www.askgroup.co.uk/divisions.html>.

The ASK Group Limited

Ask House, Northgate Avenue
Bury St Edmunds, IP32 6BB

5 - 7 St Helen's Place
London, EC3A 6AU

Tel: 0800 043 9831
Email: info@askgroup.co.uk

askgroup

www.askgroup.co.uk



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Head Office: ASK House, Northgate Avenue, Bury St Edmunds, IP32 6BB, UK

Telephone: **+44 1284 777900**

Fax: **+44 1284 764025**

Mobile: **+44 7734 154000**

Email: **gary.keens@askgroup.co.uk**

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Registered Office: ASK House, Northgate Avenue, Bury St Edmunds, IP32 6BB. Company Number: 3573056.