

# Clean<sup>🌿</sup>

Autumn/Winter 2009

The newsletter from Smith & Coburn Suppliers of Cleaning, Hygiene & Associated Products



## Smith & Coburn Ltd

Welcome to the very first issue of our newsletter. Smith & Coburn Ltd is an independent washroom and janitorial company bringing a breath of fresh air with its environmentally sensitive products and strong customer service focus.

After listening to our customers' comments and requests, we are delighted to introduce our business, products and people and keep you up to date on how the company has evolved through its very first year.

Set up in June 2008 by Glen Smith and Steve Coburn, who between them have a combined industry experience of over 25 years with an established national janitorial supplier, Smith & Coburn believe that understanding its customers is key to its success. Specialising in the distribution of quality cleaning, hygiene and associated products at economical prices, we provide unrivalled customer service and first rate deliveries.

Since the launch, Smith & Coburn has grown at a very rapid rate and due to increasing sales and rising stock levels, the warehouse space has doubled to 5,000 sq ft to be able to house stock for new contracts. Smith & Coburn is unique in its proposition, specialising in sustainable product ranges and providing customers with environmentally sensitive and cost effective products that really do work, such as Ecover and Tork Premium.

We also have a range of Hotel Guest Amenities including toiletry products and new stock lines such as Fairtrade coffee, tea, milk and sugar. We can now also supply bed linen and mattresses, with a full range launching in the new year, thereby providing a one stop shop for the hospitality and hotel industry.

We recently recruited two new members of staff to assist with the increased workload and as we are now well into our second year it looks like being another successful and thriving one, so we would like to take this opportunity to thank all of our customers for their support.



Corpus Christi College in the University of Cambridge selected Smith & Coburn to provide all its janitorial and washroom supplies



Our new website features hundreds of products to buy online from Ecover, Tork, Satino, Evans, Rubbermaid, Polycy, Deb, Vectair, Numatic, Montague Lloyd, Kruger and many more.

## Success after success

In our first six months, we were delighted when Corpus Christi College in the University of Cambridge selected Smith & Coburn to provide all of its janitorial and washroom supplies.

Awarded the prestigious contract after a rigorous tender process, Corpus Christi College is one of the ancient colleges of the University of Cambridge and chose us for our environmentally sensitive range of products coupled with our exceptional customer service philosophy. We are now supplying the whole campus in Cambridge, consisting of two sites and over 600 students.



Leisure Connection, the UK's leading leisure facility provider is another new and valued customer. The company recognised Smith & Coburn's commitment to environmentally sensitive products and awarded us a national contract in conjunction with Ecover to supply 70 Harpers Fitness Gyms and the prestigious Sport For England sites throughout the UK.



Advanced Cleaning Services is a professional office and commercial cleaning company with over 25 years' industry experience and one of the biggest regional contract cleaning companies in East Anglia. It recently chose Smith & Coburn to supply all of its janitorial and washroom products directly to over 200 customers, which demonstrates our ability to successfully deliver to multiple locations. Other new customers include household names like Virgin Money and The National Trust.

## A creative marketing strategy

In conjunction with our launch, we recognised the need for a modern and distinctive brand and so our unique logo and stationery was designed. A press release followed, to announce the launch to the trade media and industry, which was quickly recognised.

We have innovatively redesigned the company website to include online ordering to enable customers to order products at any time. Pictures and information on each product and COSHH safety sheets are now available for every chemical product in downloadable PDF format, together with our environmental policy statement and detailed corporate information, all just a click away!

Our new 12 page company brochure provides detailed information on the business, together with a page outlining each of our main product categories. You can download it from [www.smithandcoburn.co.uk](http://www.smithandcoburn.co.uk) but if you would like to receive a printed version by post, please do not hesitate to call or email us.

We are continuing with our marketing and PR campaign with ongoing coverage in the national trade press.



Our brochure features products from Ecover, Tork, Evans, Satino, Vectair, Polycy and more. For your free copy please call us on 01763 262050.



## Shortlisted for business awards

Smith & Coburn has been extremely successful in the local market and in its first six months was shortlisted for the 'Start Up Business of the Year' in the prestigious Anglian Business Awards.

The Anglian Business Awards is the only annual event dedicated to recognising business excellence across East Anglia and is organised by the East Anglian Daily Times. Whilst embracing businesses of all sizes, the awards are a showcase of talent and achievement – illustrating the high standard of management, development and commitment to success within these organisations. Attended by over 500 influential guests, Smith & Coburn Ltd was recognised for its entrepreneurial flair, attention to sales growth and customer service superiority, together with business evolution, promotion and marketing, strategy success and local support. Our passion and drive in what we do and our business acumen was evident to the judging panel.

We were also delighted to receive a highly commended award in the Hertfordshire Federation of Small Business Awards in the 'Best New Business' category which identified Smith & Coburn as having set and achieved objectives within its business plan, overcome obstacles and established a position of sustainable profitability and success – not bad for a company only one year old!



## A sustainable product range

Companies now have the immense challenge in attempting to reduce the impact that their business has on the environment, an ever increasing task in the workplace. Understanding this, Smith & Coburn provides a host of effective and environmentally sensitive cleaning products and two of our principal suppliers are featured in this issue:

### ECOVER

Ecover has become the world's largest producer of ecological detergents and eco-friendly cleaning and laundry products – an environmentally sustainable product range that is proven to work. It is established as the worldwide leader in the ecological cleaning sector available in over 26 countries and is the world's only recognised manufacturer of ecological cleaning products for the past 30 years. All products are developed and produced in the world's first ecological factory and have 100% recyclable packaging to minimize the pollution and environmental impact. Ecover has now launched an exclusive range of products specific for professional use and commercial cleaning. These can be used for cleaning industrial kitchens and catering establishments in the food industry and offices, schools and industrial units. All are gentle and kind to your skin, completely biodegradable and come in concentrated large bottles to ensure cost effective use through transferring into small spray bottles and adding water.

### TORK PREMIUM

SCA Group is Europe's leading producer of tissue and second largest manufacturer of highly absorbent hygiene products. High quality hand towels, toilet tissue, liquid soaps, air fresheners and well-designed dispensers all make up the Tork washroom range produced by SCA tissue. As the European market leader, SCA was named the world's second greenest company by Ethical Investment Services in conjunction with The Independent Newspaper (source: The Independent and EIRIS rankings 2007). SCA supply major brands such as Coca-Cola and by winning the contract to fit the new Wembley stadium proves that premium brand products can also be cost effective.

See more details on these products and our full range [www.smithandcoburn.co.uk](http://www.smithandcoburn.co.uk)

## Customer satisfaction survey 2009

As a customer focused company, we care what you think of us and recently conducted an independent telephone customer satisfaction survey where most people said they would like to receive a newsletter. We are pleased to share some of the other topline results with you.

**88%** thought the product range was good or higher than good with 84% being aware of our environmental range.

**100%** rated our drivers as good or higher for friendliness and being courteous and the same percentage said the same about our ordering processes.

**100%** said Smith & Coburn was good or higher in its telephone response and 95% rated us good or higher in our delivery response time.

**60%** rated the company as very good overall with 40% stating they thought it was excellent.

We would like to take this opportunity of thanking every customer who gave up their valuable time to complete this survey, and to assure you that the results will drive the company forward for the future as we continue to provide a high quality of service and product.



**GLEN SMITH**  
Director, Client Accounts

Glen has extensive experience and understanding in building excellent customer relationships and is responsible for all customer liaison and market research throughout the business.



**STEVE COBURN**  
Director, Operations

Experienced in the field of operations in the cleaning industry, Steve is responsible for the distribution and operational side of the business.



**CLAIRE GARNER SMITH**  
Director & Company Secretary

As company secretary, Claire is wholly responsible for all financial aspects of the business, including accounts, credit control and purchase ledger.



**AMY COBURN**  
Director, IT & Customer Relations

Amy is proficient in IT and is experienced in most computer and software packages and her company role now holds responsibility for all IT, customer support and retention.

## Meet the team

Smith & Coburn was founded by Glen Smith and Steve Coburn who together with their own expertise have put a qualified and motivated team in place.

Here we introduce them, together with other staff members behind the successful operation.



**MATT GOOD**  
Operations

Matt makes customer deliveries and works alongside Steve in assisting to manage the warehouse and its stock.



**PETE LILLEY**  
Operations

Based primarily in the office, Pete is responsible for stock purchasing and general administration.

“We are extremely pleased with Smith & Coburn’s dedicated service attitude and their genuine interest in our business, providing a personal and professional service to our client base that we would expect. Being a local based company to us has proved invaluable. Their knowledge of the local area and the peculiarities of supplying to our wide range of customers has not phased them. They will always go that extra mile to provide a first rate service that we can be proud and confident in recommending to all our customers.”

Wendy Broadley, Director, ACS



### CHRISTMAS OFFER

As a thank you and with Christmas on its way, Smith & Coburn would like to offer you the chance to receive a free case (6 x 750ml) of Ecover Ocean Toilet Cleaner which normally retails at £10.12.

This fantastic exclusive offer is only available when you purchase a case of each of the following Ecover products until 31st December 2009:

Multi Surface Cleaner Trigger (6 x 500ml) at £14.84

Camomile & Marigold Washing Up Liquid (12 x 500ml) at £13.24

Limescale Remover (6 x 500ml) at £18.14

The offer is limited to two purchases per customer and full terms and conditions are available from Smith & Coburn.

**Smith & Coburn Ltd**

Suppliers of Cleaning, Hygiene & Associated Products

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