

## **The TC Group acquires Ideal Marketing**

Following a reported year of continued growth and profitability, the Buckinghamshire distributor, The TC Group, are delighted to announce the acquisition of Slough based, Ideal Marketing, on the 27<sup>th</sup> August 2010.

It is our latest statement of commitment to expand and improve services to our customers and further strengthen our position as an established leader in the promotional merchandise sector.

Ideal Marketing has become a sales division of The TC Group Ltd alongside our established divisions namely TC Advertising Gifts, Clark Medical and The Travel Gift Collection. We are delighted that Richard Sanders MD, Charlie Horder, Claire Fisher and Sue Robshaw have all taken roles within the Group and will continue to service and develop Ideal marketing business and customers from our offices in Lacey Green.

With an enhanced team of over 20 staff comprising over 40 years experience in the promotional merchandise industry, The TC Group is without doubt one of the leading players in the UK's branded merchandise marketplace. Our well-known strengths include local and overseas sourcing, importation, corporate merchandise schemes, on site storage, warehousing, handling and distribution. The expansion of the Group has been in no small way also directly related to the success our valued clients have had in their business pursuits and our high-quality, committed staff.

The acquisition of Ideal Marketing brings with it a wealth of industry experience, creative talent and high level account management, a perfect addition to the TC Group.

Mick Humphries, Sales Director of The TC Group added,

*"This is an important development for the TC Group and particularly its loyal customers. I am absolutely delighted and looking forward to meeting the existing Ideal customers in the forthcoming weeks to discuss the expanded company's services, areas of capability and capacity in the future. A larger organization will also mean our customers will profit from the increased buying power and wider array of services the Group will be able to deliver. I am also very conscious of our continuity of sales service and support for all customers of Ideal Marketing and The TC Group following the acquisition and would like to offer reassurance that business and our service is as usual".*

We are confident that this procurement and expansion will serve us all well and the acquisition of Ideal Marketing will provide a new business environment all our clients/suppliers new and existing will want to be a part of.

If you have any questions or concerns regarding the acquisition or would like to discuss our services in more detail, then please contact Mick Humphries (sales Director) or James Clark (Managing Director) on 01844 275700, alternatively by email [mick@tc-group.co.uk](mailto:mick@tc-group.co.uk) or [james@tc-group.co.uk](mailto:james@tc-group.co.uk).

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