



Press Release

For Immediate Publication

## **BIG Continues Its Investment Programme In Skills And Technology**

*Hampton Hill, UK. July 12:* BIG, the UK award winning badge and business print specialist, and Europe's largest dedicated supplier of high quality name badges, custom lanyards and business print, is continuing with its programme of investment in skills and technology. This announcement follows the events industry's acknowledgement of BIG's Selfit Global as the Best Technology during the recent Conference Awards 2012.

As the BIG R&D team step up the pace in the next phases of the Selfit development, the BIG management team are keeping their eyes firmly on emerging technology and developing trends across industries, especially with regards to the usage of their products within their markets.

Mark Alderman, BIG Operations Manager said, "R&D is extremely important to us. We constantly scan emerging trends and incorporate new tools from within the wider Brady R&D team to maintain our position as leaders. There is a serious process underlying our success, and this is as much an integral part of our development as is the continuous gathering of customer insights and understanding of what they need today and what they might need in the future"

Emily Brouder, BIG Marketing and Sales Manager continued, "As a company, our philosophy has always been about eliminating unnecessary stress and making life easier for clients by providing them with an exceptional product. Now, following years of investment and innovation, the BIG operations have become leading examples of customer-focused, efficient and cost-effective solutions.

This year, BIG has once again set the bar high. We have retained our BSI ISO Quality certification, a recognition we achieved in 1998 and which we have held continuously ever since. We were the first company to invest in digital printing for name badges. We were also the first company to offer online ordering and software



for name badges. With our recently-launched Selfit Global, we have improved on the only total badging system for quality reusable and eco-friendly badges on the market. Continuing with our investment programme simply emphasises and demonstrates our belief in the quality of our products and solutions.”

BIG is keen to stress that the cost of ongoing investment does not imply higher costs for their customers. With a guaranteed price promise, where BIG guarantee to match - and in most cases better - any price that the customer is currently paying or being quoted, and the ability to source the best material from across the Brady network, BIG products remain highly competitive and continue to deliver value for money for clients of all sizes and across industries.

BIG was founded in 1988, and since then it quickly built an enviable reputation as a market leader. It continuously sets international standards in customer service, and in developing and implementing innovative badging and print solutions. As businesses look for cost effective and time saving solutions and adopt web based processes, BIG continues to push forward and pilot revolutionary practices.

BIG products offer quality solutions catering for all budgets and sizes of operation within the private and public sectors. BIG badge and print solutions are market leaders within the MICE industry for both private and public sectors, creating the right impression for visitors, guests, delegates and organisers at events, conferences, meetings and spectator activities such as sports, festivals and exhibitions. BIG badge solutions are also synonymous with customer facing staff badges within retail, hospitality, transport, education and nursing, leisure and cultural sectors in particular

BIG is headquartered in Hampton Hill, West London and supplies its products from its 11,000 square foot manufacturing facility in Ipswich. BIG processes more than two million name badges and 13 million business cards each year for companies of all sizes and across industries.

Ends

Word count: 602



**Notes for Editors:**

**BIG**

BIG is part of the Brady Corporation, with operations in 22 countries, and distribution in over 100 others. BIG has worked for thousands of organisations of every size and in every sector. The print and manufacturing operation is located in Ipswich. For a list of services and products, please visit [www.big.co.uk](http://www.big.co.uk).

**Contact Details**

Emily Brouder  
Marketing and Sales Manager  
T: +44 (0) 208 614 8906  
E: [emily@big.co.uk](mailto:emily@big.co.uk)

BIG  
5 Hampton Hill Business Park  
High Street, Hampton Hill  
TW12 1NP

F: +44 (0) 208 614 8800  
E: [marketing@big.co.uk](mailto:marketing@big.co.uk)  
W: [www.big.co.uk](http://www.big.co.uk)