



Press Release

For Immediate Publication

BIG Badges Innovate Tesco Name Badges for Seasonal Promotions, Events and Celebrations

(Web Summary) BIG Badges have designed and produced an elegant, simple yet highly effective solution for seasonal badging for Tesco's customer facing staff that can be adapted and changed with seasonal demand.

Hampton Hill, UK. September 2012: BIG, the UK and European leading specialist for staff name badges and event badges, continues to lead the way as it produces yet another first, this time for its retail customers, Tesco.

In a remarkable year when BIG was recognised as the 2012 Best Technology for Conferences for its new Selfit Global Badging System for events and conferences, members of BIG staff from across the company have been listening to customers, and looking carefully at the usage of their products within their markets. As a result, BIG has just developed a low-cost, yet highly effective, elegant solution for seasonal badges that can be adapted and changed with seasonal demand.

Based on the brainwave and design of BIG Corporate Account Manager Stuart McLellan, the badge solution was developed in response to a dilemma which arose during this year's ongoing celebrations in the UK. Tesco wanted UK teams in its stores to participate in these celebrations and wear name badges that reflected the events. However, there were just too many events happening this year to be included on the current personalised Tesco name badges, which are also produced by BIG.

Following a conversation with David Fuller-Reed, Tesco's Uniform Manager, Stuart designed an ingenious solution in the form of a badge surround that fixes onto the current name badges. Successfully trialled in the London stores during this summer's celebrations, Tesco is now rolling out seasonal badge surrounds to all its stores in time for the autumn and winter events and celebrations.



David Fuller-Reed said, "I am absolutely delighted that we have been able to work in collaboration with BIG to develop a professional and innovative solution to our badge dilemma. Following a successful trial in July-August of this year which involved 5,000 colleagues in 79 of our London Stores, we have signed-off the Name Badge Surrounds."

He continued, "Feedback from the trial told us that our colleagues enjoyed wearing the Name Badge Surround; that the badges involved them within the event, and allowed them to continue wearing the Name Badge to be helpful and friendly to our customers. The Name Badge Surround could be worn without any damage to the uniform and when they were removed, there was no damage to the existing Name Badge. Our customers told us the Name Badge Surrounds were very clear and stood out, whilst allowing our colleagues to continue to look smart and professional without cluttering the uniform with promotional pin-badges. I couldn't be happier with the Name Badge Surrounds or with the service I receive from Stuart and his colleagues at BIG."

The Name Badge Surrounds are extremely versatile, allowing customer facing staff members to join in with fun events and promotions whilst continuing to wear their corporate Name Badge.

Emily Brouder, BIG UK Marketing and Sales Manager said, "This is such an amazing solution for Tesco and our retail and customer-facing clients. We are always working with our customers to innovate and deliver award winning badge and print solutions. The Name Badge Surround solution proves that by working together, we can truly deliver customer-focused, efficient and cost-effective solutions."

Since 1988, BIG has enjoyed 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, BIG continues to push forward and introduce innovative solutions.

BIG supplies an extensive range of designs for high quality name and ID badges, all designed to raise the value, visibility and prestige of client brands whenever they are



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

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.

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Pix: The new Tesco badge surround





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.

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