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Tangent launch new services to retail sector

Wednesday 31st August 2005

Tangent Communications plc formed in July 2005, is the newly merged company of London Digital and Documedia plc. Its aim is to exploit the booming personalised marketing and collateral management for the retail industry. The company has 105 employees with sales of £8m, making it one of the country's largest digital businesses.

Tangent is the first UK company to pioneer and install 'DirectSmile' personalisation software which is proven to be a powerful tool for campaigns for clients such as Sainsbury's, in producing printing of 300,000 birthday cards for Nectar card holders every month. Redemption rates for this campaign are 49% compared to 22% when it was produced using traditional methods.

In addition, Tangent's online marketing platform is transforming marketing communications for over 15,000 front line managers and central marketing teams in implementing and executing marketing strategies over geographically placed outlets, managers, channel partners and sales teams.

Leading brands such as Diageo, House of Fraser, Procter & Gamble, Next, Monsoon, Greene King, Citroen,

Lane Fox, Strutt & Parker, BT Openzone, Alpha Retail, and Wolverhampton & Dudley use the system to create, personalise, execute and measure their print and electronic localised marketing, whilst maintaining brand control. According to Tangent, NEXT significantly reduced costs and House of Fraser achieved a 50% saving on their budget by automating recruitment marketing whilst improving applicant response rates and quality.

Nicholas Green, 32 joint CEO with brother Tim, 29, says "I am very proud of how we've evolved and the required service we provide as digital printing is an example of how our industry is keeping up in this fast moving world. Technology is affecting many industries and some are not embracing it – print is embracing technology."
