

Take a closer look at what our clients really think of our service.



Case Study



Next Best Clothing

Customer:	Next Best Clothing Ltd.
Retailer:	Homebase and Wickes
Location:	Nationwide
Industry:	Textile Recycling

“Our company has been dealing with Access Point for around two years and I am extremely satisfied in their service.”

Client Background

National brand specialising in cash payments for unwanted textile items. Over 20 stores booked nationwide throughout 2015, following a client recommendation and successful trial in Wickes and Homebase.

- To raise awareness of textile recycling
- To offer a fair price for unwanted textiles
- To increase volume of textile deposits

“The Next Best Clothes campaign was in response to focus group research from DEFRA / WRAP indicating members of the public wanted an easily accessible cash4clothes facility.”

Results

- Campaign responses are tracked by the total volume of textile deposits
- All sites are now performing well and are trading profitably
- Increase in profile

“Over 2500 tonnes per annum has been processed through sites booked with Access Point, equating to a 28% ROI. We are happy with the results. Great footfall and great impact.”

Would you use this method again?

“All venues are individually researched, the main criteria being footfall, access and location (visibility). I know we will have many more years dealing with such a great company.”

Would you recommend Venue Promotion marketing?

“Next Best Clothing are very happy with Access Point as a partner and the focus we receive from them is more professional. We would recommend Access Point, James is an asset to your team.”

Steve Brown.
Next Best Clothing Ltd



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