



FOR IMMEDIATE RELEASE

## We Liked It So Much We Bought It...

- True Traders complete takeover of Diamond Logistics Norwich.
- True Traders decided to buy Diamond Logistics Norwich after being impressed with the business model and service
- Diamond Logistics Norwich is to utilise operational resources of True Traders to help with significantly increasing rate of growth.

Great Yarmouth, 3<sup>rd</sup> February 2015



**Daniel Allin (left), of Diamond Logistics Ltd, with Chris Wilson (centre) and Tom Bezance (right) outside True Traders head office in Great Yarmouth.**

Great Yarmouth based True Traders have bought local courier consolidators Diamond Logistics Norwich after being the largest customer of the company for over a year. True Traders were so impressed with the transformation of their operations after partnering with Diamond Logistics Norwich that they decided to buy the company!

Previously owned by Kevin Baker, Diamond Logistics Norwich are a Multi-Carrier Solution for parcels. It utilises national contracts with most major courier and logistics companies, which allow significantly lower rates than can be achieved individually.

True Traders is a family run online retailer that specialise in building, garden and outdoor products. Managing Director Michael Bezance explained the investment: 'Given how Diamond Logistics Norwich have changed the way we work, and the potential within the company, once the opportunity presented itself to us it was a very easy decision to make. For True Traders to continue our rapid growth we have to compete with the big online



retailers like Amazon, Tesco, B&Q etc, and Diamond Logistics Norwich has allowed us to do just that. The business has reduced our costs, while significantly increasing levels of service both for the customer and from the courier. We liked the company so much we just had to buy it!

New Managing Director of Diamond Logistics Norwich Tom Bezance said 'Kevin has done a great job with the company so far, but we felt that with the resources within True Traders we stood a very good chance of growing the company rapidly. The 'MultiCarrier Solutions' service can benefit many local small and medium sized businesses, taking away a lot of the cost and hassle of sending parcels and allowing them to spend more time growing the business. This is already a proven formula for True Traders for both UK deliveries and abroad.

Tom and experienced Business Development Manager Chris Wilson hope to see the company flourish in the future. 'We hope to quickly increase our customer base in the Norwich and Great Yarmouth areas to begin with, we know there are plenty of businesses out there that would benefit considerably from our services.'



**Notes to editors:**

**About True Traders**

True Traders are a family run online retailer that currently owns and operates over 7 stores (soon to be integrated into a single superstore), alongside eBay and Amazon sales. Their online shops cover a large variety of products from temporary mesh fencing, to crowd barriers, to garden and Christmas products.

Tom Bezance (Marketing Director) can be contacted on 01493 857363, or [t.bezance@truetraders.co.uk](mailto:t.bezance@truetraders.co.uk)

Follow on Twitter (@TrueTraders), facebook, Google+ and LinkedIn.

[www.truetraders.co.uk](http://www.truetraders.co.uk)

**About Diamond Logistics Norwich**

Diamond Logistics Norwich are a franchise of Diamond Logistics Ltd of Guildford. Diamond Logistics Ltd is a specialist courier and logistic company providing a wide range of organisations with delivery and fulfilment solutions. The aim is to deliver tailored and client specific services to ensure each and every client has their specific requirements met.

Tom Bezance can be contacted on 01603 859401 or [tom.bezance@diamondlogistics.co.uk](mailto:tom.bezance@diamondlogistics.co.uk)

<http://www.diamondlogistics.co.uk/norwich>

Follow on Twitter (@diamond\_norwich), facebook, Google+ and LinkedIn