



FOR IMMEDIATE RELEASE

## **Diamond Logistics to Join Forces with True Traders**

- **Diamond Logistics Norwich were formed just 11 months ago by Kevin Baker.**
- **True Traders bought a third share in Diamond Logistics Norwich after being impressed with the service**
- **True Traders to launch 'True Parcels' to utilise their low courier rates and pass onto the public.**

**Great Yarmouth, 12<sup>th</sup> August 2014**

Diamond Logistics Norwich was formed a just a year ago in August 2013 and has already caused a stir. Its first big customer was True Traders Ltd of Great Yarmouth who liked the business model so much they bought a third of the company! Now Diamond Logistics Norwich handles all the outgoing parcels for True Traders customers in the UK and abroad.

Kevin Baker is Managing Director of Diamond Logistics Norwich: "We are parcel consolidators. We are part of the rapidly growing Diamond Logistics UK 'MultiCarrier Solutions' service that takes parcels from small and medium sized business and send them through our major account contracts with national carriers such as Yodel, CityLink, TNT, ParcelForce and others - soon to include Royal Mail and Collect Plus. Because of the size of our national contracts with carriers we can often offer our customers a better price and a better service than using the Carriers direct."

True Traders are the rapidly growing online retailers based in Great Yarmouth. Managing Director Michael Bezance explains the investment: "To continue our growth we have to compete with big online companies like Amazon, Tesco, B&Q etc. Our previous arrangements direct with Carriers did not provide us with the cost effective high quality service that these big competitors have. Now we have reduced our delivery charge to our Customers and we can deliver to the remote parts of the UK and overseas at a sensible price. The service level to our customers has also improved by using Diamond Logistics Norwich – we still have lost parcels occasionally but now we know what is happening and can explain to our Customers. We decided that this was such a good model for the growing number of internet retailers like us that we just had to invest! We feel that our future logistics is now in control and we can concentrate on the other areas of our business. This financial year we are already seeing a 25% increase in sales."

True Traders are now launching a new business called 'True Parcels' which will take parcels from Great Yarmouth customers who want to use the Diamond Logistics service for small volumes. This should appeal to EBay sellers and other retailers as well as private individuals. As an example, a standard parcel up to 3kg can be sent on a one to three day service, within mainland UK, for as little as £5.00 per parcel!

Diamond Logistics Norwich have now moved to The True Centre in Great Yarmouth.



### **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. They have also recently opened a catalogue showroom in Great Yarmouth, and operate on a similar basis to Argos/Screwfix. Their online shops cover a large variety of products from temporary mesh fencing, to personal protection, to pet carrier 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 Ltd is a specialist courier and logistic company providing a wide range of organisations with delivery and fulfilment solutions. They work with SME's, blue-chip corporate and local government and healthcare providers. Their aim is to deliver tailored and client specific services to ensure each and every client has their specific requirements met.

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