

# Crystal Clear

**T**he Czech Republic has been leading the world in the manufacture and decoration of glass since the 13th Century and has over 48 Glass factories mainly making handmade glass. Nexus are always keen to help develop business in new fields and have recently won the contract to help promote Czech Glass, a supplier of the world famous glass. Czech Glass have commissioned Nexus to develop a campaign to promote their beautiful range of Bohemian Glass and raise the awareness of the Czech Republic in the UK. "We were aware that the best way to promote our glass in the UK was to hire a UK based design agency with experience in developing creative campaigns for British businesses," said Ivana Domalipova, director at Czech Glass. Nexus Creative have produced an e-commerce website - [www.czechglasltd.co.uk](http://www.czechglasltd.co.uk), branding and a dramatic product brochure. "It has been a really exciting project to work on," says Robert Draper, Creative Director at Nexus "the products are so beautiful they readily lend themselves to a stylish design." Having received the commission through a recommendation, Nexus have been keen to develop further links with the Czech Republic, and have recently produced a flyer for Walnut Tree Farm - a hotel situated in South Bohemia, close to the Orlik Reservoir - and look forward to working to help promote this beautiful Country and its skills in the future.



Jamie May (left) views the Czech Glass Brochure artwork with Robert Draper of Nexus.

# Lord Coe Visits University

**O**lympic gold medallist, Sebastian Coe OBE, discovered the University of Worcester's 3D biomechanics research work at first hand during his visit to the West Midlands. Lord Coe, Chairman of the London Organising Committee for the Olympic and Paralympic Games saw the first class facilities and expert sporting advice the region can offer in support of the 2012 London games. The University's 3D Motion Analysis and Research and Rehabilitation Centre mobile unit gave a demonstration of its hi-tech camera and motion capture technology, at the Royal National College for the Blind in Hereford. This unit is the only one of its kind in Europe, and the team created 3D skeletal and rotational images of members of the England Blind Football Squad, to show how the equipment can help assess techniques and help prevent future injuries. The Motion Analysis team is already working with Great Britain's Elite Equine squads in the run up to the Beijing Olympics in 2008, to analyse the fit of saddles, and help to detect potentially harmful injuries to a horse in motion. For further information on the University's Motion Analysis work, and its range of facilities log onto [www.marcc.co.uk](http://www.marcc.co.uk)



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# Whitefoot-Forward welcomes Rabjohns as new client



The Rabjohns team began to run out of storage space: from left to right Helen Archer, practice accountant, Margaret Entwistle, finance assistant and Pete Grayer IT director



**A**dmitted internationally for its groundbreaking management techniques and ideas, Rabjohns is recognised throughout the accountancy profession as an innovator. The Worcester-based advisers provide solutions to financial, commercial and tax issues, for a wide variety of well known businesses. Their clients include Worcestershire County Cricket Club, Worcester Rugby Club, Morgan Motor Company, Eastnor Castle, LG Harris (Harris Brushes), Russell & Dorrell and St Marys and Alice Ottley Schools. Having been in College Yard, alongside the Cathedral since 1935, Rabjohns now has over 5,000 confidential client files, many of which may need to

be referred to by the Rabjohns team at any time. Not only have document volumes grown steadily, but having had planning permission for an exciting and inventive refurbishment of their listed building, Rabjohns began to run out of storage space. Part of their plans includes turning cellar space, currently housing client files, into a new state-of-the-art gym for its people. Rabjohns decided it was time to opt for a professional storage solution.

"We decided to go for Whitefoot-Forward, partly because it was, like us, an award winning local firm and partly because of Michael Whitefoot's proactive approach," says Practice Accountant Helen Archer. "He was the only supplier who came on site to assess our current and future storage requirements. We appointed Whitefoot-Forward in October and within a week all our space was clear. An added bonus has been the reassurance of a 100% accuracy check on our filing system, as they individually bar-coded them for future access." Whitefoot-Forward took Rabjohns' existing database and placed it online using its own internal Archive Live software. Now Rabjohns staff can go online from their own desks to identify which files are needed and order their delivery, specifying the level of urgency.

Another attraction was the high level of importance that Michael Whitefoot and his team place on security and confidentiality. "Whitefoot-Forward always delivers orders within twenty four hours, but we can also request delivery of urgent client files back within the hour or for later the same day," explains Helen. "Outsourcing our storage requirements has meant that Rabjohns can use its office space more efficiently, in the knowledge that urgent and highly confidential client information can still be accessed at the click of a mouse. The arrangement really works for our business." To find out more about any of Whitefoot-Forward's services contact Michael Whitefoot on 01299 250566.

# It's all Torque!

**B**y the time you read this article over 60,000 people around the world will have experienced the pleasure of the Christmas edition of Triumph's owner magazine, Torque, dropping through their letter box. And I really do mean worldwide, from Argentina and Australia, all through Europe and Asia and into the Saudi regions, Triumph bike owners will be reading about how to maintain their treasured bike, how Triumph is growing in China and how a bunch of bikers partied the night away with the Rolling Stones at Twickenham. Forum Print Management has recently been appointed to manage the production and distribution of the full colour, 52 page magazine which is published each quarter and delivered to 66,000 addresses around the globe. Working with suppliers in the Midlands, Forum Print Management has arranged for the magazine to be printed in English, French, Italian and German, inserted into polybags with a number of flyers and a DVD, and finally individually addressed for distribution. Julia Smith at Forum is responsible for the management of the entire logistics programme, from ensuring that the database is clean prior to the magazines being distributed to liaising with the Royal Mail and overseas shippers, to making sure that the magazines land on the bikers' doorsteps in great condition and on time.

Forum has been awarded the production contract for the 2007 financial year and will be working with Triumph to increase the circulation of the magazine and to develop a new style that will continue to interest and excite the owners of one of Britain's iconic brands. If you're looking at your print needs for 2007 then now is a great time to contact Andy or Steve on 01527 595010 or email [Stephen.jones@forumpm.com](mailto:Stephen.jones@forumpm.com)



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