

# Edinburgh Company expands

An innovative distribution company is set for rapid expansion, with the announcement of two new franchises this year so far.

Edinburgh based Distribution Unlimited, which has proven a hit with clients thanks to its unique targeted mailing system, has doubled its capacity across the country in the past six months.

The company has launched new franchises in Oxfordshire and Central Scotland, bringing its total franchise portfolio to six.

Existing franchises operating in Glasgow Fife & Tayside, Renfrewshire & Ayrshire, and Cheshire have been growing since the company's original launch in 1992.

Distribution Unlimited has taken the sector to a new level with the creation of its bespoke Territory Analysis Database software, which creates targeted distribution maps for clients.

The sophisticated software can identify postcodes by household income, socioeconomic demographic and family set up, offering tailored distribution packages which allow clients to reach the right audience and avoid wastage.

The company is also successfully challenging negative perceptions about the distribution sector, with uniformed, service-orientated delivery staff that carry ID badges for reassurance, and representing the client's brand positively.

Now the business is poised for further expansion of its unique business model throughout the country, and ultimately internationally.

Derek Wilson, Director of Distribution Unlimited, said: "We created the concept of targeted distribution with the aim of

helping clients obtain more effective results from mailing campaigns, with phenomenal success.

“Our bespoke distribution campaigns offer huge added value to clients and massive potential savings for marketing departments.

“Our method massively reduces wastage and boosts direct results through delivery to addresses which fit the profile of target customers.

“Whether that’s down to household income, gender, age or family size, our system allows us to deliver to the people clients need to reach – so you won’t get hundreds of leaflets promoting a kids nursery to houses occupied by young students, for example, or nightclub promotions going to care homes.”

Distribution Unlimited, whose clients include Scottish Water, The City of Edinburgh Council, Bannatynes Health & Fitness, Monkey Bizness and Balfour Beattie has implemented a huge variety of campaigns including public information and consumer mailings.

The company is now seeking more franchisees to take its expansion further. For further information about Distribution Unlimited services or franchise opportunities visit [www.distributionunlimited.co.uk](http://www.distributionunlimited.co.uk)