



SYNERGY

Exceeding Expectations

Don't just  
take our  
word for it...



We work hard for all our clients, achieve fantastic results and always go the extra mile for them. What's great is that they clearly appreciate this and as you can see in this brochure, they are more than happy to say so.

When you read these testimonials you'll see that some people who are now long established clients and among our biggest 'fans', initially had their doubts about us. Could we deliver the savings we claimed, would we cause disruption or 'rock the boat', could Synergy really find savings in places where nobody else has had the time to look?

Well, as our clients will tell you, we don't come in and cause havoc, we do deliver on all our promises and we contribute quite a bit more too. They will confirm that we have become valued members of their own in-house teams, friends and colleagues, and that we have added value and achieved things they never expected or even thought to ask for.

We are a rare exception; we really do under promise and over deliver and we judge ourselves by a single standard-client satisfaction. We have had a transformative impact on our client's businesses, boosting performance, efficiency and profitability.

But, don't take our word for it. Read what our clients say about us and if you think we might be able to help you, please do get in touch.

**Darren Craven**  
CEO Synergy Procurement

“The savings delivered have  
**exceeded**  
**expectations**”

Client: Mamas & Papas



# SYNERGY

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To start with, I had my doubts about working with Synergy.

The savings they promised were fantastic, but could they deliver or possibly have expertise across such a wide range of commodities?

Would they come in, cause havoc and upset our own people? I am absolutely delighted to say that we 'took the plunge' and have never regretted it.

The savings delivered have exceeded expectations, the quality of goods and services we receive has improved and Synergy staff have fitted in seamlessly with our own team. I now see them as part of that team.

Apart from the savings, which have to be there, the thing I like most about Synergy is their willingness to tackle all the 'nitty gritty detail that we simply don't have the time to wade through. That's really important, because that's where the savings can be found and because it means that we can get on with running our business.



**Mark Saunders**  
CEO Mamas & Papas

**mamas  
& papas®**

# SYNERGY

Exceeding Expectations

Synergy have been assisting Booths with various cost saving procurement projects over the last 18 months. I have found Darren and his team to be extremely professional and effective in negotiating substantial improvements in all of the projects they have been involved in, without affecting the service or quality of the products being delivered.

I would have no hesitation in recommending Synergy for any cost saving initiative they are prepared to accept - from my experience they will deliver substantial savings.



**John Vadermeer**  
Finance Director

**BOOTH'S**  
FOOD, WINE AND GROCERY

“I would have  
**no hesitation in**  
**recommending Synergy**  
for any cost saving initiative  
they are prepared to accept”

Client: Booths





“ We have achieved  
**savings of over**  
**£7 million;**

a massive difference  
to our organisation ”

Client: Fat Face



# SYNERGY

Exceeding Expectations

We have been working with Synergy to improve our cost base and improve the quality of service we receive from our supply base. Meeting Synergy for the first time, you are impressed with their knowledge and expertise across all categories of spend. The impressive thing is that they are able to back this up with tangible cost savings and service improvements.

We have run over 53 projects with them over the last five years and achieved savings of over £5 million; a massive difference to our organisation.



**Will Crumbie**

Chief Finance Director, Fat Face

# FATFACE

# SYNERGY

Exceeding Expectations

We have been working with Synergy for around three years. Synergy have helped us to achieve cost reductions and cost savings in a number of areas, ranging from stationery and printing, to utilities, telecoms and merchant services. Synergy have always delivered a very professional service and their knowledge and expertise over a wide range of expenditures has been immensely valuable to our business.

My only regret, is that we didn't bring them in sooner.



**David Leigh**

Director of Finance



**Diamond**  
Comic Distributors, Inc.

“My only regret,  
is that we didn't  
**bring them**  
**in sooner**”

Client: Diamond





“They have done  
**great things**  
for us that we  
never expected  
or asked for”

Client: Joules

# SYNERGY

Exceeding Expectations

What has impressed me most about Synergy is all the great things they have done for us that we never expected or asked for – they now work across all areas of our business and have consistently delivered very good savings. At the outset they made us a guarantee that they would save us money and they have honoured that guarantee.

It would be easy for Synergy to negotiate with suppliers, get us a better deal and then move on. They don't do that because they know that in order to achieve the greatest savings, with service and efficiency gains, supplier relationships need managing and nurturing. They take a significant amount of the burden of supplier discussions off our shoulders with excellent results.

At Joules, sustainability is at the forefront of everything we do. We wanted to use electric vehicles to deliver goods from our distribution centre to local stores and we had sourced a potential courier - from that point onwards Synergy took ownership of the project, conducted a feasibility and suitability study and even drove down the cost.

In this case they really did 'go the extra mile'!



**Jon Dargie**

Director of Finance Operations, Joules



# SYNERGY

Exceeding Expectations

GANT has worked with Synergy for approximately four years and across a number of specific projects. Throughout this time I've been impressed with both the savings achieved as well as the thorough and professional manner in which such projects have been undertaken.

On a personal level, and in addition to the excellent results, I've found Synergy's approach to be both friendly and collaborative, and would gladly recommend their services to others.

A handwritten signature in black ink, appearing to read 'Peter Lay', is centered on the page.

**Peter Lay**  
Finance Director

**GANT**<sup>®</sup>

“I’ve been impressed  
with the savings achieved  
as well as their  
**thorough and  
professional**  
manner”

Client: GANT





“I would highly  
recommend Synergy,  
**they add value  
and deliver**  
on their commitments”

Client: Morrisons Solicitors



# SYNERGY

Exceeding Expectations

We have been working with Simon and the team at Synergy over the last few years to review various contracts that cover all of our sites.

All of the team here at Morrisons have been impressed with the thoroughness of the process from initial assessment, all the way through implementation and post contract award.

To date we have utilised their services to review Managed Print, Office Supplies and DX and they have been able to demonstrate an in-depth knowledge of each category enabling us to add real value to our own internal teams.

The projects have all been successful and have resulted in tangible cost savings and service improvements.

I would highly recommend Synergy to any company looking at their indirect costs, they add value and deliver on their commitments.



**Dave Humphrey**

Facilities Manager, Morrisons Solicitors

# SYNERGY

Exceeding Expectations

We have been using Synergy for the last 2 years to assess and undertake procurement savings across many different areas of our business.

They are always happy to take on a new challenge of different areas of the business and to date have worked on 6 projects which have generated total savings of £270k. Throughout the process I have found the team great to work with and very helpful.

I would have no hesitation in recommending Synergy to businesses that are looking to make cost savings across a wide variety of areas.



**Jon Temple**  
Chief Operating Officer

**Turtle Bay**  
*Caribbean social*



“To date they have worked on 6 projects which have generated total savings of £270k”

Client: Turtle Bay

“ Synergy have a very  
strong focus on the total value  
and quality whilst also saving  
**significant money** ”

Client: ZEP



# SYNERGY

Exceeding Expectations

Synergy Procurement have been superb. I had high expectations of what they may be able to achieve and they have undoubtedly exceeded those. Taking on the projects that I was aware of and also identifying several cost saving initiatives I had not even considered, Darren, Juliette and the entire Synergy team are superb.

They move at a real pace, and are very efficient. What makes Synergy different is that they are not purely driven by cost savings. This, in all honesty, was perhaps my initial concern that the procurement focus would only be on the costs and not the full service and quality. I was proven wrong. Synergy have a very strong focus on the total value and quality whilst also saving significant money.

We have conducted a number of projects with them so far where significant cost savings have been achieved, whilst the service offering has improved.

I would absolutely recommend Synergy to any large or small business – this team will definitely help.



**Chris Burnett**  
UK & IE CEO, Zep UK Limited





To find out how Synergy can help  
your business save money  
**call 03330 045 678**

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Synergy Procurement Solutions Limited

City Hub, 9-11 Peckover St. Little Germany, Bradford BD1 5BD T. 03330 045678

E. [info@synergy-procurement.co.uk](mailto:info@synergy-procurement.co.uk) W. [synergy-procurement.co.uk](http://synergy-procurement.co.uk)