



Connected: Tell us what works for your business

How YOU can
shape the next
stage of
our success
story

The award-winning
Connected brand is
set to grow and
bring added benefits
to supporters
following the
acquisition of its printer
Palladian Press by Chelmsford-
based print and communications
company Redlin.



During a busy few weeks the Palladian team, including Sales and Marketing Director Steve Green and Business Development Director Russell Faint, have moved into new offices at the Weston Homes Community Stadium, Colchester. The Colchester production facility has transferred 20 minutes down the A12 to Chelmsford. Customers of both companies have already benefitted from a

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customers. This next stage of Connected's development will be overseen by marketing expert Emma Cappello.

wider range of services as a result of the acquisition. The companies share values centred on service and quality and together they can now offer unrivalled print and design services to the whole of Essex and Suffolk.

Redlin Managing Director Nick Faint said: "We have been around for 32 years but we are very much about innovation. We can see Connected, with its combination of magazines and events, is unlike any other networking tool and that's what makes it so effective."

Communications company Redlin is committed to investing in the Connected brand and has already started developing the magazines and hugely successful networking events in Colchester, Ipswich and the CM postcode area.

"Connecting and communicating with potential customers, suppliers and like-minded business people is vital for companies and Connected is a powerful catalyst to achieve this."

"At the end of the day Redlin /Palladian are the facilitators behind the independent Connected brand but all the members are custodians of its success

and we are pledged to listen to how they want it to grow."

"We need feedback from advertisers and networkers so we can deliver more of what works for them and their businesses. This will form the basis of our development plan and we will invest further to deliver it."

A customer survey is planned to get detailed responses and Nick also invites members to contact him direct to have their say.

Connected was the brainchild of Steve and Linda Green. Palladian's Steve remains in charge of the vision while concentrating on his role offering communication solutions to his other print



Colchester Connected was launched in January 2009 at the start of the economic downturn and, despite predictions it would be a short-lived project, it continues to thrive. The publications, breakfast networking events and website have become magnets for local businesses. The success of Colchester has inspired CM Connected and now Ipswich Connected.

Emma recognises the value of this most innovative of networking tools and will now build on the initial success to enhance the magazines and events for supporters' benefit.

"Our vision is for the Connected brand to become the regionally recognised networking tool which delivers on its mission to bring like-minded business people together," she said.



Get in touch

If you would like to know more about how Redlin/Palladian Press can help your business

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