

PRESS RELEASE

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STYLE COUNSEL INTERIORS TRIUMPH AT BUSINESS AWARDS

Whoops of delight rang out around the ACC, Liverpool on Thursday night as Congleton-based Style Counsel Interiors scooped the prestigious Small to Medium Sized Business of the Year Award in the National Business Awards North West Regional Programme 2008, sponsored by Orange.

The company aims to provide complete furnishing solutions to a variety of customers, supported by impeccable service standards. The smooth-running logistics operations implemented by the company means that delivery and installation take place within days of receiving an order anywhere in the UK.

Stiff competition came from the QDOS Group, Version One and iknow-UK. Style Counsel Interior's Awards success particularly emerged through the company's identification of new business opportunities including the areas of housing associations and e-commerce.

Managing Director Jane Louise Pickup received the award from one of the four judges, Helen Colley CEO of The Perfect Mix. Helen set up her own catering company in Clitheroe on a borrowed £250 at just 18, and went on to found Farmhouse Fare, the award-winning puddings company whose products line the shelves of all the major supermarkets in the UK today.

Philip Forrest, Chairman of Judges, The National Business Awards North West, said:

“I am delighted that Style Counsel Interiors has managed to beat off stiff competition to be crowned a worthy North West regional winner of The Small to Medium Sized Business of the Year Award. A large number of businesses in the region entered and we were very impressed with the quality of entries. The finalists are all outstanding examples of the most dynamic companies in the North West and we wish them all the best of luck in their development.”

As a winner Style Counsel Interiors now automatically becomes a finalist in the UK National competition and will be required to undertake a further presentation to the board of judges in London. Finalists will then be invited to attend a glittering awards ceremony at the Grosvenor House Hotel, Park Lane, London on the 18th November this year.

“The anticipation of the finals had been intense in the weeks building up to the awards night” comments Jane. “I felt that although massively proud of our company and our achievements to date we were going into this final as very much the under-dog. Nobody was more amazed than me to hear our name being called as the winner of such a prestigious award.”

“I see this award as a seal of approval for the business; acknowledgment of what we have achieved from a professional body. I can’t express enough my gratitude to all of the Style Counsel Interiors team who have worked so hard and shown such commitment over the years.”

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Notes for Editors

Style Counsel Interiors are the first ever Congleton based company to reach the finals in the National Business Awards. Managing Director, Jane Louise Pickup was also awarded a Highly Commended accolade in the Credit Suisse Entrepreneur of the Year category in the National Business Awards North West Regional Finals. Nearer to home Jane received the Business Person of the Year award in the 2008 Congleton Borough Business Awards earlier this year.

Style Counsel Interiors is based in Congleton in Cheshire. The company currently employs 14 staff, including their own installation team. A 15,000 square foot warehouse on the outskirts of Congleton allows Style Counsel to import directly and maintain their own stock levels. This enables them to achieve speedy installations for customers within just days of confirmation that the property is ready to receive furniture.

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