

January 2018

*Dear efco customer,*

### **The Creative Solutions Trading Co Ltd to be appointed efco's UK Agent from 1<sup>st</sup> May 2018**

After 14 wonderful years representing **efco creative GmbH** in the UK and building the efco creative brand into one of the leading suppliers of art and craft materials to the retail trade, I feel the time has come to pass on the baton, before getting too ancient and creaky.

From 1<sup>st</sup> May 2018, the UK agency for efco creative GmbH will be managed by **The Creative Solutions Trading Company Ltd.**, who will continue to offer sales, local office and customer support as provided by Sinotex UK Ltd.

Creative Solutions have many years of experience in the industry with team members having worked for such well-known names as W. Williams, Crafttime and others. They already provide a similar service for leading European manufacturers, mainly in the haberdashery trade, and understand the importance of being that essential link between the supplier and customer. There are not so many miles between the UK and the Continent, but things can occasionally get lost in translation on both sides of the Channel!

A key factor in appointing Creative Solutions, is that Robin Adams, known to many of you as efco's agent for Eastern England, is also a director of the company, so the range and the way in which efco operate will not be a total unknown. Neil Ward (current efco agent for the North) will also continue to represent efco, but other areas will be handled by Creative Solutions' own sales force. Specific details of any change in representative will be to follow.

Gill and John Housley manage the office and will be your point of call for all efco related enquiries from 1<sup>st</sup> May 2018. Creative Solutions' address and contact details are:

The Creative Solutions Trading Co. Ltd  
Unit 29 - G3 & G4, Blythe Business Park  
Cresswell, Stoke on Trent. ST11 9RD Tel: 01782 399119 Email [gill.creativesolutions@btconnect.com](mailto:gill.creativesolutions@btconnect.com)

The new agency will be launched at the CHSI Trade Show (NEC, Feb 18<sup>th</sup> – 20<sup>th</sup>) and to forge the relationship, efco will be on the Creative Solutions stand, **Hall 11, stand D02**, this year. Sue Caldecourt and myself will be on the stand during the show, representing the "old team" and we look forward to your visit to discuss the new arrangement in person.

There will be an interim period until 30<sup>th</sup> April, where you should continue to use Sinotex as your efco contact, but Creative Solutions will offer efco to their accounts. This will enable Creative Solutions to familiarise themselves with the range and efco's operations in practice, before taking on the management of all UK customers.

I will continue to run Sinotex UK's silk business and supply silk fabrics, scarves and silk accessories after May 1<sup>st</sup>. That side of the business is not affected by the change in efco agency.

Finally, I would like to thank you for your valued support over the years and to wish you a very happy and successful 2018. Please do not hesitate to get in touch with me (E: [ww@sinotex.co.uk](mailto:ww@sinotex.co.uk), T: 01737 245450) if you have any questions about efco creative GmbH and the company's representation in the UK.

Yours faithfully



William Weil