

Welcome to the Skypark Bulletin: The monthly round-up of tenant news for tenants

FRESHWATER ACQUIRES EDINBURGH AGENCY

PR, public affairs and marketing services group Freshwater UK (Skypark 3, suite 1/2) has acquired a leading Edinburgh PR agency to strengthen its operations in Scotland and build on its specialist market expertise across the UK and Ireland.

Profile Plus is a well established PR agency, based in Edinburgh, specialising in the leisure and lifestyle sectors. Its clients include Turnberry, A Luxury Collection Resort, Scotland; Sheraton Grand Hotel & Spa; Drambuie Liqueur Company; Ian Macleod Distillers; and Tourism Ireland.

Freshwater Scotland's chairman, Iain Reekie said: "The acquisition of Profile Plus is a positive step forward that not only strengthens our presence in the Scottish market, but also enhances our market posi-

tion in the UK leisure and lifestyle sector. The addition of an Edinburgh office to the existing one in Glasgow also brings with it a very capable and experienced operator, Robyn, to our team in Scotland."

Profile Plus's team of six is led by managing director Robyn Glynne-Percy who founded the agency in 1997. She added: "It is a natural step for us to join forces with a larger group which offers the opportunity for us to increase the depth and breadth of services to our clients, while enabling us to contribute to the wider success of a leading regional PR network."

www.freshwater.com

Standing united! Freshwater and Profile Plus



Tektura launches spring designs

Skypark tenant, Tektura (Skypark 2) creates every type and style of wall paper and covering imaginable and has just launched its spring collection.

Well known in interior design circles, Tektura's range of wallcoverings includes chunky textures, shimmering metallics, leather and skin effects, chintzy prints, real gold leaf, grass-cloths and glass beads and are used to adorn homes, hotels, commercial offices, restaurants and bars. The company even offers bespoke digital designs, printed from individual pieces of artwork or photography.

The new designs are also quite amazing using weave effects and laser embossing techniques to achieve remarkable results.

The Tektura Skypark showroom is open Monday-Friday, 9am to 5pm and all the collections are available for you to browse through. Expert advice is on hand and you can take away samples. Alternatively simply visit: www.tektura.com



CHARITY GREETINGS CARDS



Lorraine Bell, a trainee commercial ship operator with V-Ships (Skypark 1) has turned her hobby of making cards into a fantastic fundraiser for her customers' favourite charities.

Lorraine's handmade cards for every occasion are sold in Café on the Clouds (Skypark 1) and in the V-ships and Seatec offices.

Made using top quality materials from craft shops and fairs throughout the UK (as well as the odd quirky feather, hat pin or sweetie wrapper!) they have proved a huge success and all the profits are donated to good causes. Most recently, Lorraine sent a donation to the RNLI (enough to buy a life jacket) and purchased a goat for a family in Africa through the Oxfam Unwrapped scheme.

"I ask my customers who they would like the money to go and in the past I've sent donations on to the NSPCC, Guide Dogs, and to the Beatson hospital," says Lorraine.

Lorraine began her hobby when she was a merchant navy officer. At sea it was impossible to buy cards, so she would raid the stationary cupboard and it grew from there. She now makes between 40 and 50 cards a month, creating the right message for birthdays, anniversaries and special events.

Lorraine also created the wedding invitations and thank you cards for a fellow Skypark tenant.

"I've even created cards for dog's birthdays and mums-to-be," she says. "And I have my mum on hand to help pack and price everything!"

Cards cost anything from 80p to £3.

EVENTS UPDATE

Marketing made easy!

The IA Centre (Skypark 2) is offering free places to all Skypark tenants at its upcoming business workshops.

Marketing made easy! on Thursday 13th May will show that if you get your marketing right, the selling is much easier. Whether your market is Business-to-Consumer or Business-to-Business, there are some basic 'dos' and 'don'ts' that will make a big difference to your bottom line. This workshop will be run by Liz Taylor (proprietor of Taylormade Marketing, a consultancy specialising in brand development) and Ruth Webber (a Fellow of the CIM and a Chartered Marketer), both of IA Business Service Partner, The Very People.

For more info – www.ia-centre.org.uk.

Jean Michel Jarre "2010"

Braehead Arena, Sunday 3rd October

2010. Tickets £48.35 including booking fee.

Jean Michel Jarre pays tribute to Sir Arthur C. Clarke by giving this show the title "2010". He revisits his "all in one show" concept by integrating the very latest technology in sound, light and special effects for an outstanding result.

A unique opportunity to live, or relive, an extraordinary moment.

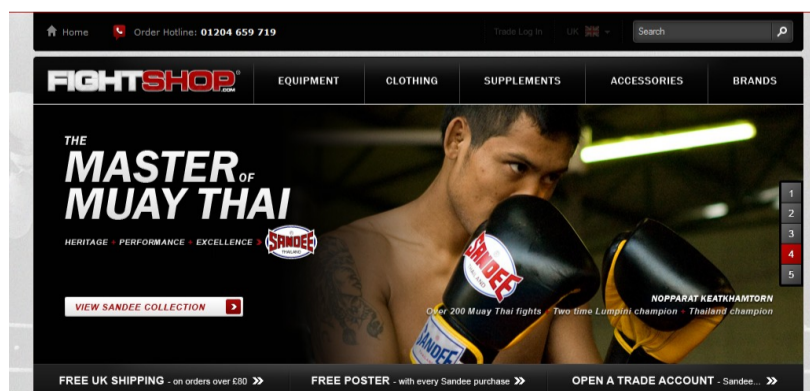
For tickets www.ticketmaster.co.uk

Stag & Dagger Festival

Various Venue's in Glasgow. May 22nd 2010. Tickets £16.50 plus booking fee. **Stag & Dagger** is excited to announce its return to Glasgow in 2010. Featuring a feast of diverse acts including Wild Beasts, Chapel Club, Frankie & the Heartstrings, Antlers, The Unwinding Hours and many, many more.

For tickets www.ticketweb.co.uk

INDEZ DELIVERS KNOCKOUT



The latest web launch by ecommerce experts INDEZ (Skypark 1) is for Fightshop a leading distributor of martial arts brands including Muay Thai, Sandee, TapouT and Sinister.

Having met at Ecommerce Expo in Manchester in 2009, Fightshop, frustrated with the limitations of its existing online shop, turned to INDEZ to create a cool and sleek website that would appeal to its target market.

More importantly, Fightshop needed an open source but adaptable Content Management System that would allow them to have complete control over their business and not hinder their growth but encourage it. You can see the results at www.fightshop.com

And for a limited time only, customers can enjoy a knockout offer of 50% off selected lines.

www.indez.com

Send us your news! If you would like to be included in the next Skypark Bulletin, please send your news to lizzylambley@indigopr.com