



## **Press Release – 2nd March 2009**

### **Thinking differently about Incasso LLP**

Leading debt recovery provider Incasso LLP, unveils its new brand image this month, which is more focused and centred around the brands' ethos 'thinking differently about debt', reinforcing its proposition of a full credit management service.

The re-design of the logo has allowed the specialist sectors Incasso LLP operate within to be featured, these include; Local & Central Government, Financial Services, Utilities, Education & Health and Construction & Plant Hire.

The firms' focus is to forge long-term relationships with clients and to become a part of their existing in-house teams, by providing tailor-made, specific solutions needed for an innovative and fresh approach to credit management.

"This is very much an evolution of our current brand – not a revolution," comments Mark Taylor, Head of Department and Business Development at Incasso LLP.

"Our priority is to demonstrate our knowledgeable and transparent services. Operating in the industry we are in, it's also extremely important for professional, honest and reliable values to be upheld – something Incasso LLP has stood for since its creation in 2002."

The rebrand, which was produced by creative agency; The small Agency, also includes the launch of a new website, corporate literature, print advertising and customer e-newsletters.

For more information visit [www.incasso.co.uk](http://www.incasso.co.uk)