



Press Releases

E-mail address
Password
Forgotten Password

- Press Releases - IMRG Press Releases - Members IMRG In the Press

Back

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BuyForce™ and PR Racing Kawasaki team up to lead the pack

Competing hard in the 12 national rounds taking place across the UK, Buy-Force.Com PR Racing Kawasaki is a serious contender in the BSB EVO Championship, the 'race within a race' in British Superbikes.

EVO is the class all BSB teams will move to next season, so it was PR Racing's strategic decision to move into the class this year to take the lead and get on the learning curve early.

Strategic thinking is a quality PR Racing shares with the team behind BuyForce™. The UK's leading specialist outsourced logistics operator, iForce, has developed BuyForce™ (www.buy-force.com) to be an effective B2B & B2C (Business to Business & Consumer) website for the sale of individual refurbished returns as well as end of line and excess stock.

The company recently established at its Saltley Returns Processing Centre a quality refurbishment process that transforms a returned product into a saleable item of the same standard of operational quality that it had when manufactured. This makes available a complete returns processing service for the first time in the UK.

Commenting on the relationship between the teams, Julian Mosquera, Development Director of PR Racing, said: "BuyForce™ has taken a big decision to enter the elite of British motorsport. PR Racing would not be able to compete without our sponsors and the injection BuyForce™ has given us is immeasurable. We have invested in creating a highly competitive and winning formula, along with Kawasaki Motors UK, and the fruits of that decision are already to be seen on the track. We look to put Buy-Force.Com on the podium each and every race meeting."

Mark Hewitt commented: "BuyForce™ – an iForce company – is proud to be team sponsor of the highly impressive PR Racing team. As well as giving BuyForce™ a 170mph billboard this natural relationship demonstrates how two dynamic teams sharing the common qualities of speed and responsiveness can lead the pack in their respective fields of e-tailing and motorsport."

ENDS

www.buy-force.com
www.iforcegroup.com

Editors Notes

PR Racing was formed in 1994 when a young rider, Nik Ball, approached a Liverpool businessman (John Jameson) for a sponsorship package that would help towards the running costs of his race bike. After looking at his bike, John and his team offered to rebuild and look after the machinery for the season, the rest is history! The pedigree of success for PR Racing goes back over 15 years, from the early riders of Nik Ball and Dave Brown to the present day.

BuyForce - an iForce company - is the leading multi-channel retailing solution for onward sale of all types of raw customer returns, Tesco Returns pallets, ex-catalogue pallets, clearance pallets, de-ranges, over stocks and end-of-line products. Selling single and bulk pallets to B2B customers across all market sectors, the web site provides a platform for customers to bid and buy top brand products at discounted prices. Each pallet listed has a full manifest, enabling customers to bid on actual pallet items available.

iForce is one of the UK's leading e-fulfilment and returns logistics businesses, offering end-to-end solutions to their clients' business challenges. Founded in 1998, iForce has pioneered the development of traditional fulfilment skills, processes and technologies for the e-commerce world. iForce's other services include strategic planning & consultancy for e-retailers, e-analysis, stock management, customer service and logistics. iForce has approximately 500 staff and over 1.1 million square feet of warehouse space in six UK locations serving the UK and Continental Europe. Clients today include: John Lewis Direct, Sainsbury's, Boots.com, Fortnum & Mason and Habitat for e-fulfilment, Tesco, Screwfix and House of Fraser for Reverse Logistics and Greene King and Bentley for Direct Marketing.

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- Home
News
Industry Statistics
International
Country profiles
e-Commerce Awards for Excellence 2011
Top 100 Hotshops List 2011
Events & Forums
Monthly Review
IMRG Membership
Member Benefits
Press Releases
Press Releases - IMRG
Press Releases - Members
IMRG In the Press
Archive
Comment
White Papers
Member Directory
Suppliers Directory
Regulatory Affairs Forum
Webinars
IMRG Reports For Sale
MCJIC

