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For immediate release

Procuria launches new brand and website with renewed 'Stronger together' message

Well established discount buying organisation, Procuria have launched a new look brand and entirely new website in order to consolidate their message that independents are 'stronger together'.

Procuria provide retail and direct-to-store products and services to benefit independent businesses to drive sales and reduce operating costs.

With more than 7,000 business members and over 250 suppliers throughout the UK, the purchasing group, who have over a decade of experience, said they provide a low-cost, low-risk proposition for independents and suppliers.

Procuria managing director, Ian Legard, says: "Our new brand reflects our bold personality, the innovation behind our solutions, and the passion we bring for low prices and the best service to our members and our suppliers.

"Teaming up with Procuria is a move many retailers describe as 'the best business decision we've ever made'. With Procuria, you get the best of both worlds – the independence and freedom to make your own decisions plus the benefits of partnership with strong suppliers and the best retail advice around.

"You're an independent for a reason – you value your independence. But when times are tough and you face increased competition from the big players, it's great to have some heavyweight help on your side."

As well as access to more than 25,000 products and services, businesses also have access to expert advice from the Procuria support team. Every kind of resource is available, whenever it's needed, including detailed information on store layouts and range merchandising for dramatically increased sales.

Ends



Notes for Editors

For more information, please contact Richard Smith, 01482 627377, richard.smith@deswork.com

About Procuria

Procuria is a dedicated buying platform for independent businesses. Members can harness the power of centrally negotiated rates on over 25,000 products and services ideal for small businesses and independent retailers, including chilled, frozen, milk, bread, non-food items and business services. For suppliers, manufacturers and service providers, Procuria has over 7,000 potential customers, offering consolidated invoices and regular payments.