



COMPANY OVERVIEW

**INTERGO GROUP
& INTERDIRECT SERVICES**



ABOUT US

Group of companies which work together seamlessly to connect and deliver brands to consumers.

- Ambitious management team
- Balanced strategy across synergistic markets
- B2B and B2C marketing and distribution services
- Strong track record with clearly defined future roadmap



2010
Launch

£6M
Group
Turnover

3
Trading
Divisions

90
Active
Clients

24
Staff

STRATEGY

We provide integrated marketing and distribution services to our clients, leveraging skills and capabilities across the group.

Our services are structured in a way that is costly for others to replicate.

EXPERTISE

Our core capabilities and expertise have been developed over many years in the time sensitive and complex distribution of print media.

We have extended this expertise into new and synergistic markets to drive our growth and diversification.

FOCUS

The focus across the group remains to excel in our core markets and services whilst seeking new opportunities across our 3rd Party client base, as well as seeking own brand products.

VALUE

We remain committed to delivering maximum value to our clients through service and operational efficiency, allowing us to continue to expand as a group and differentiate ourselves from our competitors.

POTENTIAL

Our strategy remains open to new opportunities through organic growth and acquisition, which will drive scale and enhance profitably

CORE CREDENTIALS

Integrated services which work seamlessly together to connect and deliver brands to consumers.





“We pride ourselves on our ability to tailor our services based on the needs of our clients. We enjoy what we do – and our clients tell us they enjoy what we do too.”

Group Managing Director, John Bardsley.

WHO WE ARE

Strong and well-motivated senior team bringing wide product, functional and industry experience and with complementary management skills.



“We are an ambitious team, not just for the business, but for our clients too.”

Group Managing Director, John Bardsley.

BOARD OF DIRECTORS

EXECUTIVE DIRECTORS



JOHN BARDSLEY Group Managing Director

John founded the InterGo Group in 2010 which saw the launch of InterMedia Brand Marketing, followed in 2012 with InterSend and InterDirect in 2020. John is a highly experienced Group Managing Director with a strong track record of business leadership and the delivery of sustained revenue and profit growth. Skilled in Marketing Strategy, Financial Management, Client Service and Supply Chain Management. John serves as a Board Trustee for the newspaper and magazine charity, NewstrAid.



JAMIE WREN Commercial & Marketing Director

Having entered the newstrade in 2005, Jamie has held circulation and trade marketing roles across a number of print media distribution businesses. Highly experienced in brand marketing and strategy, Jamie leads the commercial and client facing areas of the business and sits on the Board of both InterMedia and sister companies, InterSend and InterDirect.



MARTYN NEWTON Group Operations Director

Martyn joined the company in 2013 and quickly established himself as a key member of the team. In 2014, Martyn was appointed Marketing Operations Manager, before taking up the role of Marketing Operations Director in 2019. Following a period of significant client portfolio growth, Martyn was appointed into his current role where he now holds overall responsibility for the management and development of our operations across the Group.

NON-EXECUTIVE DIRECTORS



ADRIAN HUGHES Non-Executive Director

As an experienced Board & Executive Director, with a proven leadership record of delivering revenue & profit growth through effective business transformation and strategic planning, Adrian joined the company in February 2024. Skilled in Financial Management, Marketing Strategy through to Operational delivery. Adrian was educated through Ashridge Executive Education and is a qualified Pension Trustee & Industry Charity Trustee. Adrian is Chair of the InterSend Board and Non Executive Director of sister companies, InterMedia & InterDirect.



ANDREA DAVIES Non-Executive Director

Andrea joined the InterGo Group in January 2023 and is Chair of the InterMedia Board and Non-Executive Director of sister companies InterSend and InterDirect. With over 20 years experience in executive board positions of leading UK publishers, Andrea has led significant business units and held responsibility for M&A and strategy. Andrea is ACA qualified and now enjoys a portfolio of non-executive and advisory roles which combine her passion for consumer media, strategy and supporting entrepreneur-led media business with scale up, value creation and exit strategy.



MARTIN ATKINS Financial Accountant

As a Partner in one of the UK's largest independent accountancy practices, Martin holds full managerial responsibility for the financial governance of the business and sits on the Board in a support and advisory capacity to the directors.

CONNECTING & DELIVERING BRANDS

Together we communicate your brand to your audience across multiple channels, managing all routes to the consumer with comprehensive brand marketing and distribution solutions.



Through InterMedia, we bring expert, market-leading services together for the benefit of our clients. With a wealth of experience in the publishing industry, our one-stop-shop approach embraces the modern media world and offers everything that you need to reach and effectively grow your total audience.

- Retail newsstand marketing & distribution
- Subscription marketing & fulfilment
- Direct mail & eCommerce



InterSend is dedicated to complete logistics solutions. We provide comprehensive storage and global eCommerce fulfilment services which enable our clients to achieve worldwide reach and stay ahead of the competition. Our cost-effective solutions allow our clients to focus on what they do best in the knowledge that we'll deliver on time, every time.

- Storage & inventory management
- Pick & pack fulfilment
- Courier & shipping



InterDirect is a leading UK-based mailing house, specialising in both domestic and international mail. We cater for all forms of print media, as well as direct mail campaign management. Whether it's B2B or B2C, UK or International, economy or express delivery, parcel or packet, we will ensure your publication, product or letter, arrives at its destination safely, and on time.

- Domestic & international mail
- Wrapping & fulfilment services
- Priority, tracked, standard & economy delivery

DATA

PRINT

MAIL

DATA. PRINT. MAIL.

InterDirect is a leading UK based mailing house, specialising in both domestic and international mail. We cater for all forms of print media, including magazines, books, subscription packs, as well as direct mail campaign management.

Whether it's B2B or B2C, UK or International, economy or express delivery, parcel or packet, we will ensure your publication, product or letter, arrives at its destination safely, and on time.

- Domestic & International mail
- Wrapping & fulfilment services
- Priority, tracked, standard & economy delivery



DATA

CLEAN. ENHANCE. BUILD.

Data management is used to cleanse, enhance and build your data. Cleaner data helps increase your return on investment, improve customer satisfaction and elevate response rates. We all have a responsibility under the Data Protection Act to keep data as accurate as possible.

There are a variety of data sources available to any business: internal data is usually held within your ERP, CRM, eCommerce and email systems; voluntary customer data is typically provided at the point of sale, online, by telephone or via surveys; purchased data which can be of varying qualities; and public data which can be assimilated from online sources, trade directories and other resources. It is important to review collation methods in order to improve accuracy from the outset.

Great data management is essential for good business. It should be accurate, consistent, enhanced, personalised, segmented, ideally opted-in, secure and, of course, legally compliant. Our data team has the experience to clean, manage, enhance and segment your lists to maximise your return on investment by increasing your response rates. Campaign metrics improve through targeting your audience more intelligently and directly, lowering the rate of returned mail, reducing bounced emails and ensuring you call the right phone numbers.

We provide rigorous data processing and preparation to ensure your mail meets all international and domestic formatting and posting requirements. We purge, merge and de-dupe data to minimise unnecessary communications, saving you money on postage costs, reducing wastage, improving your brand image and customer retention. It helps you reach decision makers and helps you make better-informed decisions.

As a leader in direct mail, we know that the success of your mail campaign relies on how your data is handled and managed; data cannot be left to stagnate, it needs to be continuously cleaned. It makes good business sense for most companies to outsource data management to a specialist with a high level of expertise. Let us help you structure, manage and grow your data, leaving you to get on with growing your business.



**DATABASE
MANAGEMENT**



**POSTAL ADDRESS
CORRECTION**



**VALIDATION OF POSTAL
ADDRESS FILE**



**GONE AWAY MANAGEMENT
& RETURNS HANDLING**



**DATABASE
CLEANSING**

PRINT

CREATE. PERSONALISE. PRINT.

We boast extensive experience in all aspects of print procurement and enjoy preferential buying terms with a number of the UK's leading printers due to the scale and volume across our overall portfolio of published brands. This enables us to provide the highest level of production quality at the very best price.

By operating a fleet of in-house inkjet and laser printers, as well as access to our network of print partners with specialist niches and machinery, we can provide tailored print solutions meeting any print requirement. From branded packing notes and marketing materials to stunning branded packaging, our flexibility allows us to provide you with cost-effective print with fast turnaround times.

Our solutions encompass lithographic, pre-press, sheet-fed, digital and web offset print which are further complemented by our post-print production services including binding and other special finishing techniques. We offer assistance with small and large print-runs alike with a seamless end-to-end service, from taking your initial print specifications, through to post-print production and, when needed, final distribution to your customers.

Whether as part of a direct marketing project, eCommerce fulfilment or just an independent print project, our customer services team are here to help, saving you time and money. We rise to the challenge when it comes to hitting tight deadlines and challenging budgets.



HIGH SPEED
PRINT



DIGITAL PRINT &
PERSONALISATION



PRINT
FINISHING



COST
EFFICIENCY

MAIL

FAST. FLEXIBLE. RELIABLE.

We offer unrivalled mailing services both within the UK and across the globe. Using state-of-the-art technology, we ensure timely and cost-efficient delivery.

We use a network of direct entry points across the globe, often delivering directly into the local postal authorities to minimise transit times and minimise costs. Our buying power also helps reduce print and materials costs for our customers. We work with you to improve the quality of your data to help reduce costs and increase your ROI for current and future campaigns. Having cultivated long-standing, proactive partnerships with companies of all shapes and sizes over many years, we understand just how important it is to deliver fast, reliable bespoke solutions that help empower your business. We pride ourselves on being flexible, working as an extension of your business, on hand at every turn to adapt to your changing needs.

We hit deadlines and we love the challenge of seemingly impossible ones. Our job is to make your job easier; knowing you can trust us to perform reliably is key. We are fast, efficient, accurate, reliable and honest. If your delivery expectations aren't realistic, we will tell you before we start. When we say can hit that impossible deadline, we mean it. We won't let you down.



**END-TO-END DIRECT
MARKETING**



**UK & INTERNATIONAL
BULK MAIL**



**MAGAZINE
DISTRIBUTION**



**DATA MANAGEMENT,
SECURITY & GDPR**



**IN-HOUSE PRINT &
PRINT MANAGEMENT**



**DIRECT MAIL
BUSINESS SUPPORT**

LEVERAGING COLLECTIVE SKILLS

As a group of companies, we are uniquely placed to offer the collective skills across our growing client base.



COMPETENCY

1

Retail Supply
Chain



COMPETENCY

2

Payment
Gateway &
Call Centre
Services



COMPETENCY

3

Pick, Pack,
Fulfilment



COMPETENCY

4

Direct
Mail



COMPETENCY

5

Products,
Data &
Analysis

ENVIRONMENTAL POLICY

WE LOVE OUR PLANET.

We take our environmental responsibilities very seriously. We must protect our world for future generations and we encourage all staff and customers to work together to reduce our impact on the environment and our carbon footprint.

Wherever possible, we source environmentally friendly and recyclable materials. We look for ways to reduce waste. We recycle waste to save on raw materials and energy. All of our waste paper is recycled, including GDPR compliant recycling. We reuse cardboard whenever we can. We are eliminating single-use plastics. We optimise our transport to minimise our carbon footprint.

We are dedicated to offering sustainable services for our clients. From your choice of paper, envelope, paper-wrapping and even your postal selection, we can tailor your solution to match your commitment to the environment. We can also advise on green requirements to take advantage of some Eco-Mail postal discounts. We ensure any returns are processed to generate less waste and help reduce the carbon footprint.



- Our environmental policy is our pledge to reduce our impact on the environment.
- We will avoid unnecessary waste; re-using or separating and recycling whenever possible.
- We will make every effort to maintain and reduce our impact on the environment through careful use of resources.
- We will comply with environmental laws and regulations.
- We will adhere to the environmental requirements of our customers.
- We will constantly communicate the best practices to our employees.
- We will provide our team with a safe and healthy work environment.
- We will utilise eco-friendly materials whenever possible and bio-degradable materials where viable.
- We will avoid unnecessary printing of paperwork and preferential use of electronic document usage.
- We will make efficient use of water and power; utilising energy saving warehouse lighting and maintaining IT equipment to ensure efficiency.
- We will evaluate our partners on a periodic basis to ensure our environment vision harmonises with their own environmental policy.

OUR VALUES

People are at the very heart of who we are and what we do. It is this guiding principle which ensures we have the capability to provide the levels of expertise our clients expect of us, resulting in service excellence, whilst allowing our people to grow and develop within the organisation.

FRIENDLY

Enjoy working together in a fun and rewarding environment.

TRUSTED

Earn the trust and confidence from our clients and take pride in what we do.

OPEN

Share thoughts and ideas in a culture where everyone is listened to.

CREATIVE

Always strive to be better and be bold with your imagination.

INCLUSIVE

Everyone has a role to play and a contribution to make, so be respectful and fair.

“We have been with InterMedia for many years now and they have distributed hundreds of thousands of copies of our magazine worldwide. We have always found them a most reliable and pro-active partner, always friendly and efficient and ready to answer our calls promptly. We were looking for a distributor with a personal touch and certainly found one in InterMedia.”

Allan Bryce, Ghoulish Publishing

Plough Quarterly has been using InterSend for well over a year and have found them to be knowledgeable, professional, thorough, courteous, and very quick to respond. We can heartily recommend their services.”

Ian Barth, Plough Quarterly

“InterMedia ensure that we get the benefit of both a quick and personal relationship, as well as major influence when talking to retailers. The InterMedia team are a pleasure to work with and we look forward to many future successes together.”

Tom Fickling, Editor, The Phoenix Comic

We have worked with the InterGo Group on a number of projects and the ongoing fulfilment of gift cards for our e-commerce site. They are reliable, solutions-focussed, competitively priced and a trusted extension of our team. Having worked together for a number of years we’ve always had a positive experience and would thoroughly recommend their services.”

Alison Boydall, Jellyfish Marketing

“Many thanks for the tour of your new warehouse which is really impressive.”

Patrick Napier, Head of eCommerce, Why Now Group

“InterSend go above and beyond what is required of a mailing house by providing quick, honest, reliable and efficient services. For a publishing and marketing services agency like Tudor Rose, cost-effective methods applied in a timely fashion are of utmost importance, and we could not have asked for a better service provider. If a company’s response to crisis is a mark of its integrity, then InterSend has certainly excelled. Their handling of the pandemic, and their attention to our needs during these trying times have constantly and pleasantly surprised us.”

Ritwik Bhattacharjee, Distribution Consultant for Tudor Rose

“We were looking for a company to help set us up and implement a distribution plan for the delivery of support to beneficiaries of our charity. InterSend provided all the support we needed. From accepting the product direct from the manufacturer, selecting the most appropriate logistics partner through to providing feedback on the completed deliveries. InterSend provided an effective and efficient solution and we would definitely choose them as our partner again.”

Tom Rodger, Operations Director, NewstrAid

“Incredibly impressed with the Warehouse and operating process, puts some of our sites to shame”

Adam Geoghegan, Business Development & Solutions Manager, Smiths News

TESTIMONIALS

CORPORATE RESPONSIBILITY

RACE AGAINST DEMENTIA

SUPPORTING RACE AGAINST DEMENTIA

We are delighted to be supporting Race Against Dementia as our nominated charity for 2024. Dementia is an extremely cruel illness, which over 55 million people worldwide suffer from, and the impact on those individuals and their families is devastating – and currently, there is no cure.

This charity, founded by Sir Jackie Stewart OBE, aims to change all that and supports the research to find preventative treatments and ultimately, a cure. Race Against Dementia identifies, funds and guides pioneering scientists from across the world. We look forward to playing our part in supporting this fantastic charity.



SUPPORTING NEWSTRAID

NewstrAid aims to provide welfare for people who are, or have been, employed in the selling and distribution of newspapers and magazines in the UK and who find themselves in hardship. The charity has been running for over 180 years and was first founded in 1839. NewstrAid are on hand to assist when colleagues, and their immediate family members and dependants, fall on hard times or distress – helping to cover everything from sickness and disability to redundancy or family difficulties.

InterGo takes responsibility for the management of the Surrey and Sussex area helping to generate sustainable incomes to enable the charity to provide welfare to qualifying beneficiaries and to distribute those funds in ways which deliver the best value support in the context of rigorous governance.

AWARDS & ACCREDITATIONS



ISO 45001
Certificate No. HS230782



ISO 9001
Certificate No. GB2005924



PARTNERING WITH US

The InterGo group communicate your brand to your audience across multiple channels, managing all routes to the consumer with comprehensive brand marketing, extensive fulfilment and distribution options alongside key business support solutions.

No project is too big or too small, contact us today to see how partnering with us can help grow your business.

Call us on +44 (0) 1293 312001 or email getintouch@inter-go.co.uk

intergoTM
GROUP.

inter-go.co.uk

+44 (0) 1293 312001

getintouch@inter-go.co.uk

intersendTM
PICK.
PACK.
DELIVER.

inter-send.co.uk

+44 (0) 1293 312001

getintouch@inter-send.co.uk

intermediaTM
NEWSSTAND.
SUBSCRIPTION.
FULFILMENT.

inter-media.co.uk

+44 (0) 1293 312001

getintouch@inter-media.co.uk

interdirectTM
DATA.
PRINT.
MAIL.

inter-direct.co.uk

+44 (0) 1293 312001

getintouch@inter-direct.co.uk