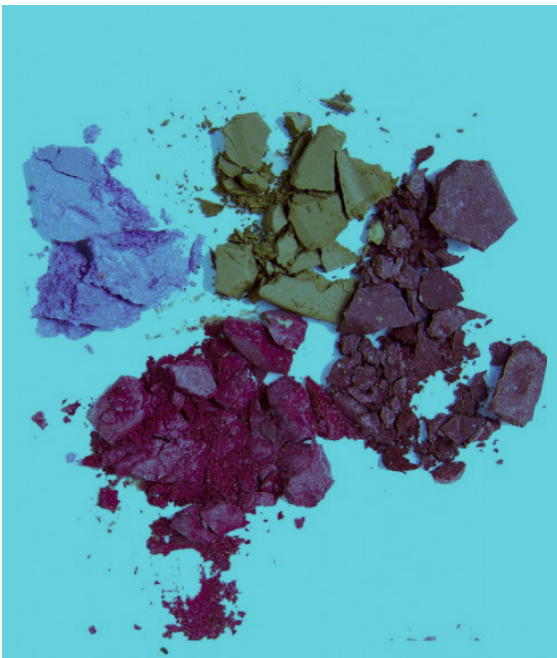


Badgequo delivers critical IT infrastructure with IQ finance backing



Originally formed in 1984, Badgequo is now a leading supplier of colour cosmetics and toiletries to major retailers, both in the UK and across Europe. In addition to its private label offerings, the company also supplies products under its own brands, which include award-winning 'Technic', luxury-focused 'Body Collection' and no-nonsense Mans'tuff'.

badgequo At the end of 2016, Badgequo determined that investment in new IT systems and software would successfully underpin its future growth. A new ERP system was subsequently implemented in 2017 alongside a strengthened IT infrastructure, and the opening of an enhanced office space and company showroom.



They always delivered as promised



With a strong reputation to maintain and with the next phase of growth firmly in sight, the directors of Badgequo wanted to invest in 3 distinct yet irrefutably interlinked projects; IT infrastructure, software, and office showroom refurbishment. As the selection and implementation of a new ERP system called Apprise was taking place, an office refurbishment project was undertaken to both enhance and extend the offices and showroom.

Additionally, Badgequo recognised that the establishment of a strong IT infrastructure was “fundamental to both the ERP system and the office refurbishment.” Its refurbished head office space in West Yorkshire now provides an efficient and productive workspace for in-house designers, product development specialists, together with sales, logistics and warehouse operations departments.

The positive effects of all 3 projects have ensured that Badgequo can continue to place the customer at the heart of everything it does, whilst simultaneously striving for and driving future growth. This

ability to maintain positive relationships with clients and suppliers, including major blue chip customers, has contributed to Badgequo's now more than £20m turnover.

As the unique combination of projects required were a major financial investment, the directors of Badgequo specifically “wanted to work with a business that they trusted implicitly to deliver a good funding solution”. Having worked successfully with IQ finance several years previously on the funding of a software package after being introduced by a software provider, the directors felt confident that the “funding would be delivered as promised and on time to ensure that there were no delays in the project.” The resulting period of consistent growth led to the business being acquired by Warpaint PLC in November 2017.

After finding IQ finance consistently straightforward and efficient to work with, Badgequo feels confident about recommending IQ finance saying, “They always delivered as promised.”