



**Embargoed until 1st October 2012**

## **Cambridge duo take the honours at Chamber Awards 2012**

A global leader in TETRA digital radio products and a recruitment specialist were amongst the main winners at the Chamber Awards 2012's East of England heats.

Sepura and Pure Resourcing Solutions beat off competition from across the region to secure the Excellence in Innovation (sponsored by Dell) and Marketing Campaign of the Year (Sponsored by the RBS Group) titles respectively.

They will both go forward to represent the East of England in the British Finals and are now in with a chance of winning the top £25,000 cash prize, courtesy of the RBS Group.

President of the British Chambers of Commerce Martyn Pellew said: "There has never been a more important time for businesses to showcase the amazing work they are doing on a day-to-day basis.

"The Chamber Awards is a perfect platform for them to do just that and receive the recognition and profile they deserve for helping move the economy forward and create employment, often in local areas."

Sepura is a global leader in TETRA digital radio products, delivering mission-critical communications to customers in the public safety, military, transport, utilities and commercial sectors.

It goes into its 10th year of business employing 300 people and turning over €83million, with major global interest in its latest groundbreaking product.

Sepura was set the challenge of developing a TETRA radio that would enable users to safely take the reliability and security benefits beyond public safety markets and into hazardous environments.

The result was the launch of the STP8x, which went into full production in March 2012. It has already secured a number of significant orders from a diverse range of customers, including an open cast mine, a fire brigade, a pharmaceutical company and a police force in the UK.

Pure Resourcing Solutions (PRS) was successful in the Marketing Campaign of the Year category, impressing judges with the reach of its 'Best Employers Eastern Region' concept.

The specialist in permanent and temporary recruitment and retention solutions developed a survey that explores a company's culture and values.

Using a mix of PR, branding, marketing collateral, social media and direct marketing, PRS is expecting to engage with more than 100 businesses and has already signed up a number of new customers as a result of this marketing drive.

## National Final

The British Chambers of Commerce (BCC) Chamber Awards 2012 is committed to finding the best businesses in Britain through a series of regional heats followed by a National Final, due to be held at London's Guildhall on November 29th.

Now in its 9th year, the competition is one of the showcase events for the 'Business is Good for Britain' campaign that highlights the role of business as a positive force for the UK recovery and the success of local communities and individuals.

Sepura and Pure Resourcing Solutions are joined by six other winners from the East of England, who all go forward to compete for the national titles in their respective categories. All will have a chance to win 'Outstanding Business Achievement' and a £25,000 cash prize, courtesy of the RBS Group.

Other successful companies include:

- Ashbourne Insurance Group (Commitment to People Development)
- Austin's Funeral Directors (Business of the Year and Entrepreneur of the Year for MD Claire Austin)
- Holiday Inn (Sustainability Award)
- Mirage Health Group (Achievement in International Business)
- Pure Resource Solutions (Marketing Campaign of the Year)
- Qton Solutions (Most Promising New Business)
- Warnerbus (Excellence in Customer Service)

Martyn concluded: "A record number of firms have taken part this year, all determined to prove that 'Business is Good for Britain!'"

The Chamber Awards 2012 is supported by the RBS Group, BT Business, Dell, DHL Express, Westfield Health and Acua Limited.

For further information or to book your place at the National Awards Final, visit **[www.chamberawards.co.uk](http://www.chamberawards.co.uk)**

**ENDS**

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### **Notes to Editors**

The British Chambers of Commerce (BCC) is the national voice of local business.

The BCC sits at the heart of a powerful nationwide network of Accredited Chambers of Commerce, serving over **100,000 businesses** across the UK, which **employ over five million people**.

For more information visit: **[www.britishchambers.org.uk](http://www.britishchambers.org.uk)**