



Embargoed until Nov 30th 2012

Simply Bows claim the British Chambers' Most Promising New Business Award

A fledgling company that is on course to have 30 franchises in place by 2015 has been awarded the Most Promising New Business title at the British Chambers of Commerce Chamber Awards.

Simply Bows and Chair Covers, which employs 3 people in County Durham, beat off competition from hundreds of companies to win the prestigious honour, sponsored by BT Business.

The business was established by Sarah Pittendrigh after she was declared bankrupt when the national events company she worked for suffered the effects of the economic downturn.

Whilst helping to organise her brother's wedding, she found a gap in the market for stylish, high-quality chair covers and linen and launched her business across the North East.

Since then, Simply Bows and Chair Covers has grown rapidly and Sarah opted to go down the franchise route, which now features 11 different branches from Aberdeen in the North down to Berkshire in the South.

Plans are also being made to take the company into Europe and beyond after receiving enquiries from countries such as France, Spain and the UAE.

Over 500 guests were on hand at the Guildhall in London to witness the culmination of the competition, which is the flagship event in the Chamber's 'Business is Good for Britain' campaign.

Joining Simply Bows and Chair Covers on the podium were eight other organisations, including an eco-friendly hair salon, an entrepreneurial funeral director and an international wholesale exporter.

The winners were:

- Austin's Funeral Directors' Claire Austin (Entrepreneur of the Year)
- Biotec Services International (Achievement in International Business)
- Freshney Place Shopping Centre (Marketing Campaign of the Year)

- Prism Total IT Solutions (Excellence in Customer Service)
- Ramsden International (Business of the Year and Outstanding Business Achievement)
- Thomsons Online Benefits (Excellence in Innovation)
- The Trafford Centre (Commitment to People Development)

President of the British Chambers of Commerce Martyn Pellew said: “At the start of this year we asked businesses to show us why they are good for Britain and I’m delighted with how they have responded.

“We had a record number of entries from all over the UK, with some excellent tales of innovation, job creation, growth and export success.”

He continued: “Simply Bows and Chair Covers is a fitting winner of the Most Promising New Business Award and shows what can be achieved with strong vision and a determination for growth.”

Now in its 9th year, the British Chambers of Commerce (BCC) Chamber Awards 2012 are supported by the RBS Group, BT Business, Dell, DHL Express, Westfield Health, Club Wembley and Acua Limited.

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British Chamber Awards

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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**.

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