



16 March 2011

## **SPARK RESPONSE LAUNCHES NEW ECOMMERCE COMPANY THROUGH THE ACQUISITION OF ETHICALSUPERSTORE.COM**

Spark Response, one of the UK's leading contact centre and fulfilment specialists announced Wednesday 16th March that it has purchased the assets of online fair trade, organic and eco-friendly products retailer, Ethicalsuperstore.com. The deal is a significant step in Spark's expansion into the eCommerce market.

In the five years since its inception, Ethicalsuperstore.com, which includes three core sites – Ethical Superstore, Natural Collection and Onegoodmarket.com, has grown to become the UK's leading single source for all things fair-trade, eco friendly and organic, and has the widest range of ethical brands and products online serving over 150,000 customers.

Peter Slee, Managing Director, Spark Response, said: "We have worked in partnership with Ethicalsuperstore.com and its associated eCommerce brands for some time now. This is a fantastic opportunity for Spark to broaden its offering and is a logical extension to our business.

"As part of its strategic commitment to the new company, Spark will be making a significant investment over the next year to profitably grow Ethical Superstore, Natural Collection and newly-launched Onegoodmarket.com. During the transition period, we aim to provide service as usual to consumers and, in time, we aim to grow the product range and services available."

Spark entered into partnership with Ethicalsuperstore.com after taking over the retailer's inbound call handling operation in April 2010. The handling of eCommerce fulfilment for Ethicalsuperstore.com and its partner brands followed in August with 16 members of warehousing and contact centre staff being transferred from its Team Valley head office to Spark's premises on Follingsby Park to work on the account. Upon completion of the deal the Ethical Superstore employees transferred to the new subsidiary company.

Peter continues: “We are delighted to welcome more members of the Ethical team to Spark, including co-founders Andy Redfern and Vic Morgan, who together with my co-Director Noel Lambert and myself will form the Board of Directors of the new business. The team at Spark has many years of contact centre and fulfilment experience and Andy and Vic bring with them their own years of experience in online commerce and marketing and we hope that this combined experience will lead to an enhanced service offering and growth for the company.”

Spark also provides contact centre and fulfilment support to organisations including Toys R Us, Cancer Research UK, Best Direct, Red Direct, FitFlop, Soap & Glory, Pavers Shoes, Straight PLC and Even Greener among others.

For more information about the new Spark Etail business, please visit [www.sparketail.com](http://www.sparketail.com) or for information about Spark Response, please visit [www.sparkresponse.com](http://www.sparkresponse.com) or call 0191 418 6077.

## **ENDS**

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### **Notes to editors:**

#### **About Spark Response**

- Spark Response, based in Gateshead, is a contact centre and fulfilment specialist with a diverse client range.
- As the eCommerce industry emerged, the company’s business model evolved to include service expertise across multiple channels and its fulfilment product range has grown in volume and size.
- Today, Spark Response can despatch anything from a single item of clothing to a full size garden leisure pool, from small parcels for home shopping customers to large trade and retail replenishment orders.