

# Stinkyink.com Becomes First UK Printer Consumables Retailer To Gain BSI Kite Mark: ISO 9001:2008

Submitted by: Dexterity

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- Hi-res company logos and photos at <http://www.stinkyinkshop.co.uk/blog/resources-and-materials/>

Bridgnorth, Shropshire – 27 September 2010 - Stinkyink.com (<http://www.stinkyink.com>) has been awarded the ISO 9001:2008 kite mark by the British Standards Institute in recognition of the company's high level of quality management. It is the only online printer consumables retailer in the UK to be accredited at this level.

ISO 9001:2008 is an international standard that demonstrates an organisation operates a quality management system (QMS). It was awarded to Stinkyink.com for having a QMS covering all key processes in supplying its products and satisfying the customer.

For Stinkyink.com the benefits of accreditation include:

- Better customer satisfaction and retention - 50% of sales equal repeat custom
- Reduced operating costs and 40% more efficiency
- Sales growth of 70% in 2009 and profits up by over 20%
- Improved relationships with staff, customers and suppliers
- Legal compliance
- Improved risk management
- Increased credibility and trust

"You can buy your ink with confidence from Stinkyink.com," says managing director, John Sollars. "The ISO certification makes us unique amongst British online printer ink suppliers and we've also recently had reconfirmation of our Investors in People award. We're very proud of the processes and IT systems we've developed to deliver our premier service. And the new regime has not only made us hugely more efficient, but sales and profits grew significantly last year, as did customer retention. Undoubtedly we are in a strong position in these present difficult times and will build on the amazing growth we've already achieved."

Contacts:

For more details...

PR for Stinkyink.com: Jane Lee, Dexterity (<http://www.dexterity.co.uk>), 01273 470199, [stinkyink \[at\] dexterity.co.uk](mailto:stinkyink@stinkyink.com)

About Stinkyink.com:

Founded in 2002, Stinkyink.com (<http://www.stinkyink.com>) is an online superstore for printer consumables based in Shropshire, providing supplies for all inkjet and laser printers at great prices. In addition to a comprehensive range of ink and toner cartridges, it provides expert customer service, free delivery and a 100% product guarantee. Stinkyink.com won the Shropshire Small Business Award 2007 and was a finalist in 2010. Its customers comprise of home consumers, businesses of all sizes, plus schools and colleges.

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