

ipadio to provide emergency communications services for SSP UK

Submitted by: ipadio

Monday, 16 July 2012

SSP UK (<http://www.foodtravelexperts.com>), The Food Travel Experts who own and operate leading brands including Upper Crust, Camden food co and Caffè Ritazza along with franchised brands including Starbucks, Burger King and M&S Simply Food, have turned to ipadio to provide emergency communications services.

The emergency communication services will be in three areas: Health & Food Safety, Information Technology, and Corporate Alert. The services will incorporate ipadio's InteractiveTxt and Phonecasting – and will provide fast, secure, cost-effective and easy-to-administer emergency communications.

Jenni Wheller, Internal Communications Manager of SSP UK, said of ipadio, "We are very pleased to be able to rely on ipadio in this crucial area of our business. The reliability of our emergency communications channel is vital and, with that in mind, ipadio's reputation and global excellence is reassuring.

"We see emergency communications as just the beginning of our work together and we are looking at opportunities to extend our partnership with ipadio to further develop communications in both employee engagement services and operations."

Mark Smith, ipadio's CEO, said of the contract with SSP UK, "Working with Jenni Wheller and the team at SSP UK is a delight. They understand what we do, and why it is different. As well as providing ipadio's basic emergency communications service, we're looking forward to providing some highly effective engagement services, and very efficient operational services, across the excellent brands that SSP UK manages."

About ipadio

ipadio is a London based, award winning, privately owned technology and communications company funded by (amongst others) the London Business Angels Network. ipadio has a suite of services that help organisations connect with the hard to reach, using simple and innovative channels. As well as public users across the globe, ipadio works with multinational corporations, government departments and international charities. Clients include Virgin Media, Just Giving, the NHS, HomeServe, Grant Thornton, O2 Health and The Football Association and as well as major players in the pharmaceutical and gaming sectors.

For more details visit www.ipadio.com/business (<http://www.ipadio.com/business>) or contact the team on info@ipadio.com +44 (0) 20 33 940 840

About SSP – The Food Experts

SSP is the leading dedicated provider of food and beverage brands in travel locations, operating

restaurants, bars, cafés, food courts, lounges and convenience stores in airports, train stations, motorway service stations and other leisure locations. With a heritage stretching back over 60 years, today SSP has 30,000 employees, serving over a million customers every day. It has business at over 140 airports and over 250 rail stations, and operates more than 2,100 units in 30 countries around the world.

SSP operates an extensive portfolio of over 200 international, national, local and speciality brands. These include Upper Crust, Starbucks, Caffè Ritazza, Burger King, M&S Simply Food, Millies Cookies, O'Learys, Caviar House & Prunier, and leading Asian brands Ajisen Ramen and Saboten, as well as stunning bespoke concepts such as the Montreux Jazz Café in Geneva and the award winning Center Bar at Zurich.

Its brand portfolio is tailored for each specific location, depending on variables such as passenger profile, consumer need states, location type, size and design.