



# The Metal Centre

↘ case study

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OMNISITY

"Ours is a unique service within a highly specialised market place. Omnistry quickly understood our needs and have worked consistently well over the years delivering a range of communications."

Nick Whitehouse  
The Metal Centre

# Background

The Metal Centre is the UK's leading independent supplier of stainless steel and non ferrous metals to the UK stockholder market.

In a bouyant market The Metal Centre has achieved phenomenal growth and success based on its focus on exemplary customer service and has more than doubled in size since 2002.



During the last five years Omnistry has been responsible for:-

- **Complete brand redevelopment**
- **Literature and customer communications**
- **Purpose built database driven Web site**
- **Case Study development**

# Omnistry Services

Omnistry has provided marketing consultancy, brand development, Literature and Web design services to help support the sales growth of the organisation.

Omnistry continues to work closely with the sales and marketing team to supply a range of marketing services to support the continued growth of the organisation.