

***“It has definitely surpassed all our expectations.*** Compared to invoice discounting schemes offered in the market place, PrimeRevenue were able to offer financing on approved invoices at a far better rate and entailed no set-up charges or guarantees. This sounded too good to be true – not only as a source of low cost finance, but also with visibility of approved invoices, raised debit/credit notes and payment schedules.”

- Mark Lane, Managing Director

## CASE STUDY

[www.primerevenue.com](http://www.primerevenue.com)



**Great Star (UK) Ltd is a leading designer and distributor of hand and power tool accessories, supplying a number of UK companies. One of its key strengths is the ability to design, produce and logistically manage its customers' goods from conception to completion.**

Having recently become part of the Great Star Group, it now has access to new product streams from over fifteen wholly-owned factories, in addition to its existing worldwide network, providing comprehensive access to a wide range of manufacturing skill sets including hand tools, power tools and work wear to supply and distribute throughout the UK and Europe.

### CHALLENGE

Great Star UK experienced high growth with turnover up from £5.4M in 2005 to £9.6M in 2006. This placed increasing demands on the company's operating cash flow. Half way through 2006 Great Star UK began investigating alternative financing schemes.

### SOLUTION

Mark Lane, the Managing Director, compared PrimeRevenue's solution against invoice discounting schemes offered in the marketplace. PrimeRevenue was able to deliver financing on a major UK retailer's receivables at a far better rate than competitive alternatives. And unlike other offerings, PrimeRevenue's solution required zero set-up fees, charges or guarantees – increasing the strength and flexibility of the PrimeRevenue alternative.

### RESULTS

Great Star UK was one of the first suppliers of a major UK retailer to go 'live' on the PrimeRevenue SCF Platform in October 2006. As a result, Great Star UK was able to achieve the following benefits:

- a source of low cost finance
- ability to address invoice issues far in advance of anticipated payment date
- flexibility to match use against peaks and valleys in operational cash flow
- visibility into guaranteed payment inflows from an important customer
- debit/credit note visibility

Over the last few months the PrimeRevenue SCF Platform has proved to be an invaluable tool, both as an enabler of operating cash flow and as an interface to the Great Star UK account with its retailer customer.

***For more information, contact us today at [sales@primerevenue.com](mailto:sales@primerevenue.com) or visit us at [www.primerevenue.com](http://www.primerevenue.com) to learn more.***