

# Midwich Credit Intelligence

## FREE service

As a valued customer, we would like to invite you to join our **FREE Credit Intelligence service**, which could help protect your company against fraud within our industry.

Traditionally, the IT and AV distribution channels have seen large numbers of suspicious approaches, ranging from toners to large LCD screens and plasmas. Many distributors like Midwich have built robust procedures to minimise bad debts through frauds. We are now finding that suspicious individuals and businesses are approaching the reseller channel, where there may not be the same robust procedures and experience in place.

Last year, we felt that it was our duty as a high quality distributor to help protect our valued customers from the risk of fraud. That's why in June 2009 we launched **Midwich Credit Intelligence Alerts**, a FREE service to all our valued customers, which circulates suspicious approaches within our confidential closed user group. This service relies on input from our customers, which we subsequently investigate and report on through emails. We have received enormous feedback on how beneficial this has been and are actively encouraging more resellers to sign up to the service.

We can also offer advice on how to defend your company against potential fraud. Obviously fraud will never be eradicated and will no doubt be on the increase in the current economic climate. Business may be slow and with companies fighting for orders, this may leave you open to take risks you previously would have avoided.

In order to sign up to this **FREE service**, all you need to do is complete the form on the reverse and send it back to us.

If you have any questions or would like to submit your experiences, we would love to hear from you. Your key contacts to share this information with are:

### Tracey Perkins

Group Credit Services Manager  
Tel: 01379 649230  
tracey.perkins@midwich.com



### Louise Nevard

Midwich Credit Manager  
Tel: 01379 649322  
louise.nevard@midwich.com



Please contact your credit team on:

# 01379 649347

or visit [www.midwich.com](http://www.midwich.com)

  
midwich.com

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## FREE service

To sign up to this service, please complete the information below and email to [creditalerts@midwich.com](mailto:creditalerts@midwich.com) or fax back on **01379 649256**.

Your Company Name:

Your Address:

Your Tel Number:

Your Email Address:

Signed:

Date:

If you would like to help combat fraud within our industry and protect others, please feel free to share your experiences and approaches from particular businesses. Your identity will remain anonymous at all times.

Your key contacts to share this information with are:

**Tracey Perkins**  
*Group Credit Services Manager*

**Louise Nevard**  
*Midwich Credit Manager*

Tracey and Louise can both be reached by emailing: [creditalerts@midwich.com](mailto:creditalerts@midwich.com)

Please fax your form back to:

**01379 649256**  
or visit [www.midwich.com](http://www.midwich.com)

  
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