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Your Questions Answered.

Q What is the I.S.G.?

A *The I.S.G. is the Independent Suppliers Guide, an A5 publication sent to Purchasing Officers in your area.*

Q Why A5?

A *Our research has shown that an A5 publication is more user-friendly and is much more likely to remain on the desk than any other size.*

Q What is a Purchasing Officer?

A *A Purchasing Officer may be any official within the local government authority with the power to purchase independently.*

Q How many Purchasing Officers are there in our area?

A *The number of Purchasing Officers varies dramatically from area to area, but the number of Purchasing Officers in all areas have increased recently due to the advent of central government legislation. For instance 'LMS' (Local Management of Schools), which in effect makes headmasters of schools, purchasing officers. Where as in the past the local education authority would be responsible for purchasing for schools centrally, this is not necessarily the case today. More and more schools are joining 'LMS', thus creating more opportunities for businesses like yourselves.*

Q Does this apply to schools only?

A *No, the list is considerable but you are probably aware of hospitals which have 'Opted Out'. This applies also to many local government departments which are now taking responsibility for their own purchasing.*

Q Does the I.S.G. go only to schools, hospitals and government departments which have opted out?

A *No, the I.S.G. will be sent to all schools, colleges, prisons, hospitals and local government departments, for example; Job Centres, Direct Works, Office of Fair Trading, Customs and Excise, Inland Revenue, Official Receiver, Social Security. Parish Council Offices, Borough Council Offices to mention a few. Many of which now have their own budgets to spend.*

Q Can I be sure that all Purchasing Officers will receive a copy?

A *Yes, great care is taken to ensure that all Purchasing Officers in your area will receive a copy, any Purchasing Officer can request further copies from ourselves should they be required. In the unlikely event that you become aware of any Purchasing Officer who has not received a copy for whatever reason, provided you can give us full details. We will be happy to check this against our current mailing list and if necessary send a copy.*

Q Can I buy a mailing list from you?

A *No, Read Publications Ltd. regrettably do not supply mailing lists of Purchasing Officers or customers to anyone. We feel that the information that we have been supplied with is confidential.*

Q Can I obtain further copies of the I.S.G. myself?

A *Yes, though primarily it is designed for the use of Purchasing Officers, providing the publication is used for purchasing, We are sure other advertisers will have no objection to you using it for that purpose, however you may not add the listings to a mailing list of your own as it may be infringing our copyright. Other advertisers like yourselves have supplied details of their address etc. so that people may purchase from them and not for any other reason.*

Q Why do Purchasing Officers use the I.S.G.?

A *Because the ISG is specifically designed to give clearly the information necessary for the initial contact, unlike other directories we include dialling code, post code, contact name and even the fax number, in a concise form under the category listing making their job of contacting you easier.*

IF YOU HAVE ANY FURTHER QUESTIONS PLEASE DO NOT HESITATE TO CONTACT OUR CUSTOMER SERVICES DEPARTMENT ON THE ABOVE TELEPHONE NUMBER.

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