



## **MEDIA RELEASE**

### ***BRITISH ASSOCIATION OF REMOVERS LAUNCHES NEW IMPROVED WEBSITE***

The British Association of Removers (BAR), the leading trade association for the removals industry, with a history dating back over 100 years, has just unveiled its new website [www.bar.co.uk](http://www.bar.co.uk). The new site has been redesigned and rebuilt in order to make the process of finding a good remover easier for the consumer and businesses.

People moving house can now access a list of BAR members from anywhere in the country, thanks to a detailed search engine that means you can look by postcode, county or for a specific company name.

BAR has also been keen to illustrate their dedication to the house mover, by providing handy hints, frequently asked questions and downloadable brochures to the public. "It's all part of the service," says BAR General Secretary Robert Syers. "BAR members handle over 400,000 moves a year and are dedicated to providing a smooth, trouble-free move to their customers. Any additional information that BAR can provide helps that process."

Since the BAR website was taken over by Theta, BAR's marketing partners, visits to the website have increased to some 10,000 per month, with people keen to make the right choice when entrusting their possessions to be moved.

BAR is also using the website to encourage an online consumer response to its new Code of Practice programme. The BAR Consumer Code of Practice has successfully completed the first stage of the OFT's Consumer Codes Approval Scheme, and is designed to make sure every BAR member follows strict guidelines designed to protect the customer and offer the best quality service. Feedback is a key part of the process,

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so customers are being invited to fill-in a questionnaire on the website, related to any recent move with a BAR member and their details are then entered into a prize draw for the chance to win £500.

Paul Swindon, membership marketing manager of BAR is keen to see people make their opinions known: "It's vital for any association to get feedback on its membership, it's the only way we can improve. Our online questionnaire is one of the ways we can listen to what people have to say and to monitor our performance."

**Visit the BAR website at: [www.bar.co.uk](http://www.bar.co.uk)**

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**"If you're moving, look for the badge"**