

WHAT THE PAPERS SAY

KLEENEZE COVERAGE

Kleeneze has been making headlines across the UK, helping more people learn about the opportunity to earn an income from home. Kleeneze offers the flexibility to create a business that fits around your needs – whether you want to create a business that you can build around family life or work full-time hours to build a business to help fund your retirement – anything is possible.

Local couple hit top gear with at home business

PETER and Myrna Wellock from Sale are celebrating the success of their home shopping business with leading direct selling company Kleeneze, as the company awarded the couple with a brand new MINI and a trip to the Caribbean.

Ex-police sergeant Peter and his wife Myrna are airing their snorkels and donning their sunglasses in preparation for a tropical Caribbean cruise – an incentive they qualified for as a reward from Kleeneze for the consistently high retail sales the pair have generated via their distributorship for the home shopping giant.

And, if that's not enough, when they return, they will be greeted by their

brand new, super-slick MINI Cooper – another reward for meeting their Kleeneze sales targets.

Peter comments: "We cannot think of another job that would provide us with such amazing opportunities. The financial rewards and freedom of lifestyle we get with Kleeneze is a reward in itself, but knowing your hard work can result in amazing prizes such as holidays and cars is an added bonus, and all the more motivating.

"Kleeneze has changed our lives. From being on the brink of financial despair after a couple of unsuccessful business ventures a few years back, to a healthy, virtually stress free income and lifestyle today.



Local entrepreneur celebrates record high turnover

A NORTHUMBERLAND businessman is celebrating beating the credit crunch after growing his business to a record high in the past six months.

Former shipyard worker Gavin Scott (49) from Tynemouth, who has gradually established his own Kleeneze business over the past 17 years, has seen his business grow by 40% since June.

Gavin and his partner Bonnie now sponsor a team of Kleeneze distributors and their total business turnover equates to £2.4m a month.

Gavin said: "Working with Kleeneze appealed to me in the first instance as it offered me an alternative to my dangerous job at the shipyard and the ability to build my own business.

"When I first started my Kleeneze business, I was hoping that it would allow me to earn a bigger salary but I never imagined that the business would do so well. The last six months have proved a real turning point in boosting our turnover, and we're delighted that our hard work has paid off."



Lynn News

Are you over 50 and job hunting?

A LYNN businesswoman is helping to launch a new mentoring campaign to get over 50s in the area back to work.

Anne Coe (61), from Walpole, who runs her own Kleeneze business based in Lynn, is supporting the catalogue company's bid to help older people in the UK fight back against the effects of the recession. Kleeneze and its distributors are supporting the charity PRIME Initiative in its push to help those aged over 50 get back into the job market, and Anne is offering her services as a mentor to advise those thinking about starting their own business. Anne said: "The recession has impacted the job

market as a whole, but those aged over 50 have felt the effects particularly keenly."

Research by Kleeneze has revealed that 42 per cent of over 50s report that the recession has had a negative effect on their income, with 22 per cent of those aged 55 or over suffering from reduced income from pensions and savings.

Anne continued: "I joined Kleeneze after I broke my ankle and was told I would be off work for four months.

"I soon realised that I actually didn't want to go back to my old job at all, and needed to find a replacement income."

News & Star

Giving business advice and help to over-50s



A CUMBRIAN businesswoman has helped launch a new mentoring campaign to help the over-50s get back into work.

Kay Herries, of Carlisle, runs a franchise of the Kleeneze catalogue business after she returned to the city last year from a spell living in France.

And she says she has enjoyed rejoining the workforce so much she wants others of advanced years to do the same.

Mrs Herries, 68, said: "The recession has impacted the job market as a whole, but those aged over 50 have felt the effects particularly keenly.

"Many older people feel they are being let down or neglected when it comes to developing in their current job role or looking for a new job."

Colin mentors over 50s back into work

A CITY businessman is helping to launch a new mentoring campaign to get over 50s in the area back to work.

Colin Ashdown (51), from Peterborough, who runs his own Kleeneze business in the area, is supporting the catalogue company's bid to help older people in the UK fight back against the effects of the recession.

Kleeneze and its distributors are supporting the charity PRIME Initiative in its push to help those aged over 50 get back into the job market, and Colin is offering his services as a mentor to advise those thinking about starting their own business.

Colin said: "The recession has impacted the job market as a whole, but those aged over 50 have felt the effects particularly keenly.

"Many older people feel they are being let down or neglected when it comes to developing in their current job role, looking for a new job or receiving fair treatment when they come to retirement age."

Research by Kleeneze has revealed that 42 per cent of over 50s report that the recession has had a negative effect on their income, with 22 per cent of those aged 55 or over suffering from reduced income from pensions and savings.

Colin added: "I joined Kleeneze after being made redundant.

"Kleeneze has proved to be the perfect solution for me and I'm now keen to help other

Morpeth Herald

Back into work

A MORPETH businessman is backing a campaign to help the over-50s find new work.

Tony Medd, 50, who runs his own Kleeneze business, is offering to act as a mentor for those thinking of starting a similar venture.

He said: "I joined Kleeneze so I could earn some extra money and establish a more secure future.

"It has proved to be the perfect solution for me and now I'm keen to help other people my age discover that there are other earning opportunities out there and prove that life really does begin at 50."

the evening Telegraph



people my age discover that there are other earning opportunities out there and prove that life really does begin at 50."

Some 42 per cent of Kleeneze distributors who are more than 50 joined the company to cope with redundancy or loss of earnings, or to top up their existing salary.

Jamie Stewart, managing director of Kleeneze, said: "Older people make up a significant proportion of our workforce. Many of them have been attracted to Kleeneze because of the flexible working hours and the fact that the job allows them to keep active.

"We give our distributors the chance to use Kleeneze as either a part-time boost to earnings or a full-time opportunity.

"The new mentoring scheme can help more people find out more about the many benefits of working as a Kleeneze distributor and we're always keen to hear from anyone who is interested in starting their own business."

Grimsby Telegraph

Campaign's plea to shoppers and traders – please keep it local



A GRIMSBY businessman is asking traders and shoppers to support a campaign to keep spending in the local community.

John Powner, a self-employed distributor for Kleeneze, who delivers and collects catalogues, has launched the campaign as many small businesses face another tough year.

At the same time, the major supermarkets are showing significantly increased profits after a bumper Christmas.

Tesco and Sainsbury's reported a record Christmas, with Tesco showing a 4.9 per cent increase in like-for-like sales over the festive period.

John said: "Many small, independent businesses struggled last year. By making the decision to shop locally this year we can help support the businesses and traders that are part of the fabric of our local community."

He is encouraging fellow traders to sign up to the campaign by downloading and displaying a "Shop Local" poster, which can be downloaded from www.kleeneze.co.uk/shop-local

Evening Star

Shop local urges local business man Mark

WHEN Mark Williamson lost his job in telecommunications for BT he checked the local jobs pages for opportunities. During the recession jobs in IT were few and far between, so he took a complete change in direction. Now he is building up a successful business selling home products for Kleeneze, in Ipswich and surrounding villages.

"I hated being out of work," said Mr Williamson.

"I was working in IT, after leaving university. I worked for a company and then, from 1998 until 2008, under contract to BT, testing broadband products."

When the recession hit, BT stopped renewing contracts, he said.

"My job was outsourced to India and I had to find something new."

Last year he saw an advert for Kleeneze salesmen and decided to find out more.

"I started last February and absolutely love it. We are giving a real personal service. I wish I had known about it and done it before."

He is self-employed and so organises his rounds, delivering catalogues and the ordered products to the door, to suit his customers.

His patch includes North Ipswich, Castle Hill and the Norwich Road area, as well as some of the outlying villages. In the past there were plenty of street traders who toured the towns and villages. There were general stores in vans, fruit and



vegetable carts, knife grinders and toffee apple salesmen. Most have gone though there are still daily milk rounds and ice-cream floats, in season. These days you are more likely to see a Tesco or Asda van, delivering orders that customers have placed online.

Mr Williamson added: "Many small businesses struggled last year when the big national brands and supermarkets continue to undercut them on price and dominate the market.

"It's more important than ever to support small businesses and make sure the money earned in the community is spent here."

Weston Somerset Mercury

Shop locally appeal

A CAMPAIGNING businessman is asking traders and shoppers to support Weston's economy.

Paul Melville, who has his own Kleeneze business, has launched the campaign as many small businesses face another tough year.

He said: "Many small, independent businesses struggled last year while the big national brands and supermarkets continue to undercut them on price and dominate the market.

"In the current economic climate it is more important than ever to support small

businesses and make sure the money earned in the local community is spent there as well.

"By making the decision to shop locally we can help support businesses and traders that are part of the fabric of our community."

Paul is a self-employed distributor for Kleeneze who delivers and collects catalogues and processes orders from customers.

He is encouraging traders to sign up to his campaign by downloading a 'Shop Local' poster from www.kleeneze.co.uk/shop-local



Loughborough Echo

Students to star in TV ad campaign



TWO sports science students at Loughborough University have been chosen to front a high profile TV ad campaign for catalogue company Kleeneze. Phil Lowe, 23, and Helen Kolbusz, 22, who started working with Kleeneze in January 2009 to pay their way through their university

studies, have been picked from more than 10,000 catalogue distributors to represent the company in its latest national television advertisement. Phil said: "We're really proud to have been given the chance to appear in the new ad and can't wait to see the finished product appear on TV."

The Observer

Graduates go door to door for a career



GRADUATES competing in one of the most difficult job markets in decades are resorting to door-to-door selling as many give up hope of finding a permanent job, it has emerged.

Some companies that use direct selling have reported a 200% increase in applications from full-time students and graduates. Avon, the cosmetics giant, is launching a major campaign to recruit an army of modern-day @Avon ladies' from among frustrated graduates.

"There is a huge opportunity to promote direct selling to graduates and indeed other people during the economic downturn," said Anna Segatti, president of Avon UK. "Self-employment is a really viable earnings option for many people."

Kleeneze, which uses agents to distribute catalogues door to door and collect orders, has reported a 1885 rise in applications from students and graduates. Kayleigh Pace, a 21 year-old drama graduate from Walsall, said her latest pay cheque was for £196.99, which worked out at £13 an hour. Her parents also work for the company, earning £30,000 a year between them.

BIRMINGHAM Mail

Doubling up on jobs

UP TO 50,000 Brummies are believed to have taken second jobs to replace income lost due to the recession, new research suggests.

A shock 43 per cent of households in Birmingham admitted receiving about 16 per cent less cash, on average £5,245

a year, since the start of the recession, according to surveys by Kleeneze.

Redundancy, an enforced reduction in working hours or pay was blamed.

But one in 20 people across the city are estimated to have taken on second jobs to help solve their financial problems.

Interested? Contact us for futher information.