

# PRESS RELEASE

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## Mixing business with pleasure

Who said you should never mix business with pleasure? When the REC's Institute of Recruitment Professionals (IRP) was looking to mirror its service to members with lifestyle benefits it knew exactly where to look.

Already offering unrivalled products to individual recruiters, the IRP looked to source a lifestyle discount provider to fulfill the fun, pleasurable side of its member benefits package. LogBuy was able to provide the IRP with a perfect solution that offered members 600+ lifestyle discounts enclosed in a fully IRP branded portal. LogBuy was pleased to deliver the product within 1 month and able to provide the money and time saving solution the IRP wanted.

Launched in February 2010 the IRP's 6,000 professional recruiters now have access to lifestyle discounts from the likes of the Apple Store, Dell UK, Sainsbury's and Thomas Cook right down to local hairdressers chosen by members themselves.

Anita Holbrow, Director of the IRP explained why the lifestyle package was important for the IRP:

*"Launched in 2010, our major lifestyle benefits package, courtesy of LogBuy, shows that the IRP is committed to meeting both business and pleasure needs. Members already have access to an unparalleled range of services which helps them develop as dedicated professional recruiters but we realised it was time to add a pleasure element."*

David Wall, Managing Director of LogBuy knows all about the positive effects of rewarding employees:

*"Everyone would like to be seen as a reflecting and caring organisation and it's great that the IRP has recognised and is catering to the needs of members for the benefit of business. We know that happy employees are paramount to any successful business and our product provided the IRP with the perfect solution to achieve just this."*

## About LogBuy

LogBuy, the leading benefits provider in northern Europe currently provides solutions for over 400 companies. With a unique modular approach and a future of possibilities, LogBuy offers users access to 'best-in-class' negotiated discounts from leading brands and local retailers nationwide. Launched in the UK in 2005 LogBuy has already proved successful with Allianz Business Services & InBev who have appointed LogBuy as their benefits provider of choice in the UK.

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## **About the REC's Institute of Recruitment Professionals**

The IRP is the award winning Institute launched by the Recruitment and Employment Confederation in June 2009. The core purpose of the Institute of Recruitment Professionals is to advance the practice and the standards of the recruitment profession for individual recruitment professionals.

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