

PRESS RELEASE

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Panasonic chooses LogBuy as their perfect partner

Panasonic Europe has chosen LogBuy as their voluntary benefits provider to complement a new flexible benefits programme to launch this July. As the preferred choice to help their UK employees to get more value from their overall compensation package, Panasonic believe their new voluntary benefits will help employees salaries go further.

The 550 UK based employees will be able to access their lifestyle deals and discounts online via their company portal or with their company branded benefits card which allows them to redeem local discounts in-store. LogBuy's online portal proved successful with Panasonic Europe who were looking for a system that was easy to use and navigate around.

LogBuy offers over 600 deals and discounts to employees, including national discounts from big brands Sainsbury's Apple, B&Q and Thomas Cook to name a few. The programme also offers a number of local discounts which are chosen by employees themselves through the 'Suggest a Supplier' form on the homepage. Employee engagement is kept high with the help of monthly competitions and glossy seasonal posters for employee breakout areas.

Panasonic's Compensation & Benefits Advisor, Beverly King comments on why LogBuy were the choice for them:

"Not only did LogBuy offer competitive pricing for their voluntary benefits programme but they also enable employees to get direct discounts on well-established suppliers. It's great that employees can recommend potential new suppliers to obtain discounts through the portal, and it's all with minimal administration from us as a company. LogBuy did all the hard work for us!"

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 Laing O'Rourke & Brother UK who have appointed LogBuy as their benefits provider of choice in the UK.

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