



DEAL SHEET 2009

As products, Factoring and Invoice Discounting provide flexible alternative financing solutions for businesses that require help with their cash flow. Factoring and Invoice Discounting provide robust financial solutions for businesses struggling to stay on top of their finances in this difficult economic environment. The Asset Based Finance industry provides finance to firms employing over 1.4 million people in the UK.

This Deal Sheet was produced by the Invoice Finance Committee, part of the ABFA, which aims to increase understanding and raise the profile of Factoring and Invoice Discounting in the UK and Ireland.

The Asset Based Finance Association (ABFA) is an Association which represents the Asset Based Finance industry (which includes Factoring and Invoice Discounting) in the UK and Ireland. Currently over 46,000 businesses are benefiting from over £15 billion in lending from this industry.

To find out more about Factoring and Invoice Discounting products, or to read more Factoring and Invoice Finance deals, please visit www.abfa.org.uk/public/industryInformation.asp



SME INVOICE FINANCE - OVER THE RAINBOW

Rainbow Office customises office products, working with a wide network of suppliers to provide best value prices to its customers, combined with consistent high quality.

Kanwal Awal, finance director of Rainbow Office, said: "Rainbow is now growing at a rate of 20% to 25% year-on-year. Since I joined the business in 2004, the turnover has more than doubled in size to £3.5 million. However, we simply couldn't sustain that rapid rate of growth without Confidential Invoice Discounting freeing up working capital in such a way that it keeps pace with our business".

"The bank we were using before SME Invoice Finance was very rigid in its approach and they did not talk the same language as our business. SME Invoice Finance works hard to understand our requirements and importantly we always feel that they are on our side, sharing our business risks with us."

Mr Awal adds, "The difference between Rainbow and our competitors, is based on the way we look at our customers' needs on an individual basis and above all, the 'can do' approach we apply to every relationship. We have seen the same qualities in SME Invoice Finance. They clearly want to help us to achieve our objectives and grow with us. There's nothing more I could ask for from a finance partner to our business than that level of commitment."

SME Invoice Finance works hard to ensure that for every Rainbow, there is indeed a pot of gold.

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