

Press release -

Stoke Data firm helps drive Michelin Development loans fund past £3m mark

Michelin Development's business loans fund has passed the £3m mark with companies such as award winning Stoke-on-Trent based Data Driven Logistics reaping the benefits.

Data Driven Logistics, which was founded in 2004, boasts a string of awards for its cutting edge technology which 'breathes life into screens and digital signage' by enabling phones to be used like a TV remote. They received a £15,000 loan from the Michelin Development loans fund to help develop their Canditv system – an interactive consumer information system which enables users to quickly access information on a wide variety of services via their mobile phone.

Since its launch in August 2008, Canditv has been used by a varied range of large companies including Lottery provider Camelot, and many Midlands based organisations including Stoke City Football Club, Shakespeare Country, Stoke-on-Trent and Nuneaton and Bedworth Borough Councils. With its multiple platform user applications, Canditv has numerous benefits for information or service providers and Data Driven Logistics are set to sign up a number of new businesses to the system in the forthcoming months.

Kevin Griffiths, Managing Director of DDL, said: "Our clients want to use technology to stand out from their competitors and create a more efficient and rewarding service for their customers and the Canditv system enables them to achieve this.

"The Michelin Development loan was used to help invest in the product and take it forward.. Overall the Michelin Development loan is fantastic package of financial support and advice and I would recommend it to any business."

The support initiative hits the right the right note throughout the business chain, as the Michelin Development loans fund money helps companies like Data Driven Logistics, grow their businesses and buck the trend in the current economic downturn. Michelin Development has now loaned over £3m to new start-ups, small and medium sized existing businesses and in the process has helped create over 1400 jobs.

Dave Smith, Michelin Development's North Staffordshire Business Development Manager, said "We are very pleased to see the fund go past the £3m mark but more importantly we are extremely proud to have supported the creation of 1400 jobs.

"By helping forward thinking progressive companies like Data Driven Logistics, Michelin Development can play its part in injecting a vibrancy and sustainability to the regional economy

which in turn will help create a climate in which other start-ups and enterprises can flourish.”

Michelin Development Ltd is dedicated to helping small and medium sized businesses that can create new employment in the many areas of the UK where Michelin has present or historic links with the community. The UK operation, which is part of a European initiative to support entrepreneurs, helps expanding businesses by sourcing competitive loans and offering free business advice.

Over the five years since it was formed in the UK, Michelin Development has helped around 130 new enterprises in industries as varied as engineering, construction, IT and fine china.

Michelin Development in the next year is looking to loan a further £1 million, help another 30 companies and create around 250 jobs. Interested parties should refer to [Twww.michelindevelopment.co.uk](http://www.michelindevelopment.co.uk) to see how to qualify.

Michelin has been established in the UK for 100 years and has manufacturing and commercial premises on five sites throughout England, Scotland and Ireland. In addition to tyres the Company produces its famous range of Michelin hotel & restaurant guides and maps.

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