

## ACHIEVER OF THE YEAR

IKO PLC provides a comprehensive range of high performance roofing and waterproofing solutions, and this year, they are once again proud sponsors of the Builders' Merchants Awards for the Achiever of the Year category.

Andy Williamson, Sales Director at IKO explains how individuals can make a difference to the overall team performance in an industry built on relationships.

"There have been difficult times for the industry over the last couple of years, however now, as we start to see things improve, it is probably one of the most important things for merchants to ensure that their customers remain loyal to their local branch. This has a level of price determination, but another crucial factor is how helpful and informative the employees have been and the relationship established with the customer.

This is why achiever of the year is such an important category and one which we feel strongly about supporting. We feel it is imperative to recognise the people that go all-out to achieve more than anyone else and who make an outstanding contribution to their company, and by extension the industry.

It's not only about providing outstanding service, the award also encompasses the individual's ability to inspire colleagues, create innovative ideas, and really set the company aside from its competitors. Being able to offer suggestions to make improvements at any level in the business is a must and this is what the award aims to recognise.

At IKO we constantly strive to make our business better for our customers and to help support the merchants in every way possible. We believe it's the people that work for us which can make a real difference and can separate a company from its competitors".