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Award-winning Design Company Works for Free Again

AN AWARD-winning design company which held a controversial “work for free” day last Christmas is set to repeat the event again this year.

And the company’s seasonal goodwill for customers is set to extend into the New Year with NSDesign boss Gary Ennis making his resolution to keep January a VAT free month for customers.

Ennis has nominated Monday December 21st as the company’s “work for free day” this year after generating thousands of pounds worth of new business from the previous venture.

The Managing Director of the small Hillington-based company faced a backlash of complaints from industry peers when he announced the initiative last year.

He said:

“We didn’t actually set out to be controversial at all! The idea was to spread a little festive cheer helping out companies who were maybe struggling with the credit crunch or who were just looking for some advice on how to improve their web offerings.

“The debate which raged in the weeks after the announcement initially took us by surprise, however I stand by the decision and am happy to do it again this year. We are also going one step further by not passing on VAT in January to all of our customers.”

The 2008 work for free day generated thousands of pounds in income for the company which sealed Gary’s decision to repeat the idea.

Gary added:

“We have met a lot of other small business owners over the last year through work, conferences or seminars and the like and we know exactly what it is like to be a small firm trying to survive and continue to grow throughout the recession.

“If, by offering our services for free for one day or keeping our prices at zero-VAT for one month, that becomes incentive enough for another firm to get in touch with us then it presents us with a fantastic opportunity to showcase our talents.”

For further information on NSDesign and to register your interest / questions for the “Work for Free Day “ visit the website www.nsdesign.co.uk

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Issued by the BIG Partnership on behalf of NSDesign.

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Notes to editors

About NSDesign

NSDesign has been helping businesses and organisations maximise their success online since 1999, and is now based at the award winning Hillington Park Innovation Centre.

The company designs innovative products and services that allow their clients to do things better on the web, ranging from initial domain name registration and web hosting, to custom web development, ecommerce systems, internet marketing and training, and deliver these solutions to a range of clients from start-up companies to government bodies and universities.

The focus is strongly on accessibility and usability, providing the tools to empower users with full control over their account, backed by in-house expertise to rely upon when required.