

# News

## Total Ltd mark milestone in their company history with a brand new look.

August 2008

On 1st July 2008, leading independent business telecoms provider Total Telecommunications (TTL) and sister company Total Network Convergence (TNC) amalgamated to become Total Ltd.

Stuart Baikie, Managing Director at Total Ltd explains: 'Total are already well known and respected within the local area and the telecoms industry. By changing our name, we can provide our customers and partners with clarity by working with one company who have clear goals and objectives. Our tenth anniversary seemed the perfect time to unveil our new image, as we move on to the next phase in our history.'

'We operate in a very fast moving industry, and as a result, constantly need to review our product set and adapt to meet the needs of the marketplace. Our re-brand reflects and reinforces our strong position at the forefront of emerging technology for mobile, voice and data unification.'

Total, who celebrated their anniversary in June with a party for customers, staff and partners at the Pittville Pump Room, were also highly commended in the IT & Telecoms category at this year's National Customer Service Awards.

Committed to keeping the momentum going, Stuart adds: 'After a decade of year on year growth and success in a highly competitive marketplace, we are now working towards an AIM floatation in the next three years to strengthen the company further for the future.'

The Total Telecommunications Group commenced trading in 1998, with the formation of TTL. In 2002, TTL became a full service provider and formed sister company, TNC, to provide airtime and billing services. The group has always worked in tandem and both trading arms have now become one company. There has been no change whatsoever in terms of ownership, line of business and organisation structure.