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Our maintenance customer Ezpa made an international breakthrough

An expert in international marketing and integrated marketing communications, Ezpa, has made an international breakthrough by winning a highly competitive bid for a European level marketing account of Unilever Corporation. Ezpa was bought by its local management from American company Interpublic at the end of 2006. Ezpa have packaged its integrated marketing communications know-how into the Activate and Integrate products. Vipu –product is an efficient means for international marketing. Since 2004, Ezpa has repeatedly used the Bonito Sales Maintenance™ service for developing its sales operations.

”As entrepreneurs we know well the importance of a good service concept and sales work. With the Sales Maintenance, we are keeping our sales work active and up to date at all times”, says the managing director of Ezpa, Jussi Liimatainen. ”Ezpa is one the first users of the Sales Maintenance, as it has been first mover in many other things as well. Ezpa is a top performing agency in its own field and as a partner, they are very open and inspiring to work with”, says Kimmo Neihum, senior partner of Bonito.

Bonito promotes sales culture in partnership with you. Sales Maintenance™ is a Bonito service for the maintenance of sales, marketing and customer care. More than 40 maintenances have been done in several countries, and over 300 professionals have participated in them. The service is used by dozens of leading companies, including Canon, Nordea, Eaton Power Quality, Efecte, and Ixonos.

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