

FINAL

## **SPARK ETAIL ACQUIRES SPIRIT OF NATURE**

Today (Friday 11 November), Spark Etail, a division of leading contact centre and fulfilment specialist, Spark Response, has announced its acquisition of online retailer, Spirit of Nature.

Spark Etail was formed in March 2011 and is a leading full service online retailer, owning and operating Ethicalsuperstore.com and Natural Collection. The company also provides e-commerce technology and marketing services to leading UK online retailers.

Spirit of Nature has been operating in the ethical sector for over a decade and is focused largely upon the baby and children's market stocking a wide range of natural, organic, Fair Trade products such as eco friendly nappies and clothing alongside a range of general household items. It has a portfolio of over 90,000 loyal customers, which when combined with that currently held by Spark Etail, will create a potential customer base of over half a million shoppers.

As of today, Spirit of Nature will operate under Spark Etail's experienced team from its head office in Gateshead and there will be no disruption to its service.

Noel Lambert, Managing Director, Spark Etail says: "Since the inception of Spark Etail earlier this year we have been actively looking for a tactical acquisition to sit alongside our current e-tailers. Spirit of Nature is an ideal fit for us, as it has an established and loyal customer base and well defined eco credentials. We plan to embed the company into our growing ecommerce portfolio and utilise our expertise in the market to enable the company to grow and evolve."

He adds: "The acquisition of Spirit of Nature reaffirms our commitment to the eco and ethical market, translating to a larger share of this growing retail sector and an increased opportunity amongst our trading partners and producers for achieving sustained profits. Historically, this market has been considered a small niche area of retail and often conjured images of alternative shoppers, but increasingly consumers are becoming more savvy and aware of the origins and ethical credentials of the products they purchase leading them to make more informed shopping decisions. As

such we predict this market will continue to grow apace and it's vital that we are at the forefront and driving innovations in ethical online retail."

Through its current retailers Spark Etail stocks products from some of the world's largest and most recognisable ethical brands as well as small niche companies including Suma Wholefoods, Komodo, Ecover, Divine Chocolate, Neal's Yard, Cafédirect, Traidcraft, Faith in Nature and Tearfund among others, enabling customers to 'buy what you believe'.

For more information about Spark Etail please visit [www.sparketail.com](http://www.sparketail.com)

## **ENDS**

For further information, imagery or to request a product sample please contact Jennifer Tate or Elizabeth Eddy at Velvet Communications on 01642 584790 or email [jennifer@velvetcommunications.co.uk](mailto:jennifer@velvetcommunications.co.uk)

### **Notes to editors:**

#### **About Spark Etail:**

- Spark Etail is part of the Spark Response Group, based in Gateshead, Tyne & Wear
- Established in 2006, Ethical Superstore now works with over 250 suppliers and the online store stocks over 3,000 different products.
- Part of Spark Etail Ltd, Ethical Superstore supplies environmentally friendly, Organic, Fair Trade, and UK made products from its online store.

#### **About Spark Response:**

- Spark Response was founded in 1982, a specialist in brochure and catalogue fulfilment.
- As the eCommerce industry emerged, the company's business model evolved to include service expertise across multiple channels and its fulfilment product range grew in volume and size.
- Today, Spark Response can dispatch anything from a single item of clothing to a full size garden leisure pool, from small parcels for home shopping customers to large trade and retail replenishment orders.
- At the end of the 1980s, Spark launched its own contact centre services. Initially set up to handle requests for brochures and catalogues, these contact centres are now equipped to answer inbound order calls and customer service enquiries on behalf of its diverse client portfolio. Spark also operates an outbound contact centre division offering sales and acquisition services.