



The Ink Story – Ruth Johnson

Back in the 70s there was an ad on TV for Remington razors. The presenter of the ad, Victor Kiam, smiles into the camera, telling a story about how his wife had bought him one of these money-back guaranteed razors as a gift. “I was so impressed,” Kiam tells his audience, “I bought the company!”

Meeting Billy Johnson, back in 2005, had a similar effect upon me. The company I was working for was looking to introduce employee benefits and I was given the brief to see what was out there. When Billy came to meet us he was like a breath of fresh air. Unlike other providers who seemed to want to just sell their own preferred (high commission!) products, Billy asked lots of questions, listened, and helped us to select a range of flexible benefits that really suited and excited our team. I was so impressed, I married him. And then we set up a company!

Joking aside, liking each other is not the basis for setting up in business together – although, of course, it’s a good start. What really matters is that you have an alignment of vision and work ethic, and that your skills and knowledge are complementary. That’s true in our case, and we both intrinsically believe in our business model and purpose.

We have taken inspiration from some excellent outsourcing companies we have come across in our professional lives and have used this inspiration to shape what we now offer to our clients. We have also drawn from our experience as employees – these have been good and bad and, at times, ugly too, and I can tell you that the good has never involved a ‘personnel department’.

As customers – private citizens – we know what it feels like to be commoditised and short-changed. At the heart of what we do is a commitment to add value for our clients, without compromise to quality, and an authentic desire to help them to employ people and employ them well.

Our business is ever evolving and we learn by listening to our clients – they tell us what works and what doesn’t work. We have built on referral and we get immense pleasure from this. Our most enduring partnerships are with ‘like minded’ clients who know the difference between price and value and who recognise that their most important resources are the human ones.

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