

Press Release



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World Cup winner for two local firms



The England football team may be finding it difficult to hit top form in the World Cup, but for two Derby-based firms the competition is already proving a winner.

Demand for replica shirts from England and around the world has proved unprecedented in the lead up to the world cup, prompting online sportswear retailer Kitbag to extend its operations.

In order to cope with demand, Ilkeston-based Kitbag needed to move its computer systems to a larger server in London and turned to IT specialists Orchid (UK) Limited to manage the transfer.

Explained Orchid managing director Brett Critchley: “We have enjoyed a long relationship with Kitbag which was founded in the same year as ourselves, 1996.

“The company has since grown into the UK’s largest internet sportswear retailers – www.kitbag.com - and also provides online sales services to some of Europe’s largest football clubs including Manchester United and Barcelona.

“When they needed help in moving their data systems from Ilkeston to London we were their first choice when it came to managing the transition.”

As part of a deal worth several thousands of pounds Orchid helped Kitbag to maintain its services throughout the transfer.

Added Chris Gibson managing director of Kitbag: “Orchid have always offered us a first class service and this was no exception.

“Moving to a new server was a major undertaking but Orchid ensured there was no disruption to any of our services during the run up to the World Cup, one of the busiest periods in our history.”

Although Kitbag has outgrown its server in Derbyshire, the company will retain its head office in the county where it has established strong roots.

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Notes to Editor:

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About Orchid (UK) Limited:

- Orchid UK was founded in 1996 by its current MD Brett Critchley.
- The company employs 36 people at its headquarters in Newmarket Court, Ascot Drive Derby.
- Orchid UK specialises in sales, installation and support of computers, servers, networks and cabling for clients across the UK.
- Customers include schools, hospitals and businesses of all sizes.