

# spotlight on carlisle managed solutions

Launched in 1997, the Carlisle Group is among the largest staffing organisations in the UK and Ireland. As part of the group, Carlisle Managed Solutions has a leading reputation for delivering managed recruitment services to private and public sector organisations.

## The challenge

With a variety of tailored offerings and support systems, Carlisle Managed Solutions is one of the country's fastest-growing managed recruitment providers. To match its rising stature in the industry, the company required a professionally designed and written brochure for presentations with prospective clients and mailings to interested parties.

Capturing a wealth of information about the company's services, team and heritage in a concise and appealing style proved challenging. The brochure would also play host to ten case studies detailing clients' needs, the company's solutions, and the results of their relationships.

## The solution

- Comprehensive brochure encompassing a history of the company, details of its solutions, a profile of the team, and a series of ten case studies.
- Consistent theme and approach throughout the brochure, highlighting the benefits of forging a relationship with Carlisle Managed Solutions.
- An attractive, well-written document designed to enhance the company's presence in the competitive recruitment sector.



**characters**  
copywriting for business



#### BUILDING RELATIONSHIPS, GROWING BUSINESSES

CHOOSE CARLISLE MANAGED SOLUTIONS AND YOU PICK A PROFESSIONAL RECRUITMENT PARTNER THAT PLACES ITS EXPERTISE WHERE YOU NEED IT MOST. RIGHT BY YOUR SIDE, WITH OUR TEAM WORKING FOR YOUR ORGANIZATION, YOU WILL ENJOY ACUTE INSIGHTS, Swift ADVICE AND HONORABLE SOLUTIONS FROM SPECIALISTS THAT UNDERSTAND YOUR REQUIREMENTS AND HOW TO SATISFY THEM.

**At Carlisle Managed Solutions,** building relationships with our clients is essential. That's why our specialists work closely with you to understand your needs and identify unique pain points of your organization and recruitment requirements. Working exclusively for your organization, we understand your business and your needs. We have years of experience in building lasting relationships in the digital marketplace. To address your team building needs, we'll provide you with all the resources, advice, and ideas you need to be the best employer you can be.

**Choose Carlisle Managed Solutions** and you benefit from much more than the time and cost savings of bringing your recruitment process in-house. It's a place with our team doing most of your work, so you'll get the best of both worlds. We'll take the burden off your organization by handling your recruitment needs. Thanks to our commitment to building a better workplace, we have more than a direct line to a specialist, our offering is comprehensive, and able to fit your needs and your company's capabilities with our experience.

