

Tracing Specialists Set Up Office in the City



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Tracesmart Ltd, leading suppliers of people tracing services, electronic [identity checks](#) and [data cleansing](#) systems, have this week established a new London office in 30 St Mary Axe, widely known as 'The Gherkin'. The Cardiff based company has procured an office in the City due to an exponential growth in the number of clients based in and around London.

The Gherkin is situated where The Baltic Exchange was previously located and at 180 metres tall is the second tallest building in the City of London. In 2005, following a survey of the world's largest firms of architects, The Gherkin was voted the most admired new building in the world; this allure and presence in the City were part of the reason Tracesmart chose it as their secondary base of operations as Mike Trezise, Tracesmart's Managing Director, explained,

"The Gherkin is one of the best known and most revered buildings in London and as such was the ideal choice for our new office. Its location also played a considerable part in our decision to locate there - we currently have a large number of City-based financial clients and having an office in the heart of London's financial district will enable us to better interact with them and meet their needs."

The ever growing number of London and South of England clients who employ the company's [Tracesmart Corporate](#) suite of services, was, as Trezise noted, a key factor in the decision to set up a London base. These clients include financial institutions who call upon Tracesmart to locate dormant accounts with [unclaimed assets](#), high profile pension sector companies that utilise the company's [pension tracing](#) services and life assurance companies wishing to conduct existence checks. Commenting on Tracesmart's prestigious new office Chris Rothwell, Sales Director for Tracesmart, highlighted the role it will play,

"My team and I currently travel across the length and breadth of the UK to meet clients, yet we've noticed that more and more were requesting meetings in London; as such the next logical step was to locate an office in the City. Our new office in The Gherkin is a key part of our business development strategy as it will enable us to reinforce our current client relationships and nurture new ones by offering a geographically preferable meeting spot for those in the South East.

Cardiff will remain the headquarters for Tracesmart and we will continue to hold many meetings there. Our current offices are always well received by clients; as well as giving them the opportunity to see the company in action, many people have commented on how pleasant a business environment our offices are with the spectacular views of Cardiff Bay."

Tracesmart's new London office is located at:

Floor 28
30 St Mary Axe
London EC3A 8BF
Tel: 020 7469 4204
Fax: 020 7469 4001

About Tracesmart:

- Tracesmart Limited was formed in 1999 and supplies a diverse range of consumer data cleansing, identity check and tracing tools to a wide variety of industries. Their client base ranges from SME to Blue Chip, who are all recipients of bespoke solutions, built around their specific needs.
- Mike Trezise is the founder and Managing Director of Tracesmart. With over 25 years tracing and fraud analysis experience, his unrivalled knowledge provides the company with a distinct competitive advantage.
- Chris Rothwell previously worked in both the financial markets and tracing industry. With a wealth of knowledge and experience, Chris is well placed to head up Tracesmart's corporate sales team.

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