

Rebranded Joy proves Berry popular

The former Joy Recruitment branch in South East London is having a purple patch after being re-branded as Berry Recruitment.

It was acquired by the national recruiter before Christmas and is now its 36th branch across the country.

Berry Recruitment Group (BRG) targeted the successful business because a former employee, Andrea Lach, formed it in 2007.

She built a formidable agency based in West Wickham specialising in the construction, white collar, commercial and recruitment-to-recruitment sectors.

Around 90 per cent of its placements are permanent, but it is expected to increase its temporary and contract work now it is part of BRG.

Andrea said: "I started working for Tony Berry – now chairman of BRG - 25 years ago and then left to set up Joy Recruitment which was named after my mother Joyce.

"Now our offices have been re-branded with the distinctive Berry colours I feel I'm really back with the business.

"I had opportunities to sell to other companies but I didn't even consider those offers, but as I knew Berry Recruitment so well it was an easy decision to make.

"Already having a big, national company behind us has made a huge difference and our service now for clients is even better.

"Berry Recruitment has other branches in the region and we are able to share best practice and information so our candidates benefit.



Andrea Lach (third from left) with her team that is now part of Berry Recruitment.

"Our construction desk covers the whole country and we will continue to grow that as well as our teams covering the commercial and white collar sectors.

"We will also aim to add more strings to our bow and develop into new areas of recruitment."

Berry Recruitment managing director Lee Gamble, said: "Berry Recruitment already has a good presence across the region with offices in Sutton, Croydon and Maidstone, and this additional office in North Kent further strengthens our offering.

"It's great to finally get Joy Recruitment fully re-branded and their excellent staff are already contributing to the success of the whole group."

www.berryrecruitment.co.uk