



## PRC is now Berry-coloured

A Croydon-based recruitment agency looks set to enjoy a purple patch after being re-branded by its new parent company. PRC, which was recently acquired by Berry Recruitment, has undergone a transformation to lift its profile on the busy high street.

The agency now embraces the distinctive purple colour of the national chain, freshening the look of the consultancy that had operated under its previous name since 1988. It is now preparing to expand across London as the economy picks up, which should benefit both employers and candidates.

The branch focuses on office and commercial recruitment from junior levels through to executive management level. Its main sectors are secretarial, office administration, sales and marketing, legal, IT, call centre/help desk, finance and accountancy. It can offer excellent opportunities in south London but also has a growing presence in the central areas such as the City and West End.

Diane Smith manages the branch and has worked there for 20 years, and colleague Jennifer Wickendon has been there for eight years. Diane said: "We have some very long-standing clients and our move from PRC to Berry has been incredibly smooth. We have developed a fine reputation over the years and that is something Berry is determined to build on as we go forward."

"Belonging to a big group means our service will be improved as we are able to draw on expertise and intelligence from all the other 27 branches. Berry is a family-owned company that is growing quickly and it is exciting to be part of it. We anticipate that the economy of Croydon and whole of London will continue to



**Diane Smith outside the re-branded Berry Recruitment office in Croydon.**

improve, as will the number of employment opportunities."

Berry Recruitment, based in St Albans, Herts, has grown rapidly in recent years both organically and through acquisition and expects turnover to rise to more than £50m in 2014. It targeted PRC Employment because of its excellent reputation, high staff retention levels similar to its own, and its geography and areas of expertise.

Chris Chown, Berry's Managing Director, said: "We acquired PRC because it fitted so well with our strategic plan of increasing our office and professional business across the group."

[www.berryrecruitment.co.uk](http://www.berryrecruitment.co.uk)

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