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## **In Brief - ICM creates for credit union; IHE active again; Masternaut delivers for Bannatyne; Mailway launch in Scotland**

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A LEEDS creative agency is launching a new brand for the national body representing Britain's credit unions.

Headingley-based ICM Creative Communications conducted a full brand review for The Association of British Credit Unions Ltd (ABCUL) over the past year.

The new brand was developed to project a strong, professional corporate appearance and to highlight the fact credit unions are at the heart of the organisation. It will play a key role in ABCUL's future development of its membership and parliamentary representation.

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THE Yorkshire branch of the Institute of Highway Incorporated Engineers (IHIE) is now active again after the intervention of one of its key members.

West Yorkshire-based independent consulting engineers Sanderson Associates has provided key committee members for the IHIE and created a new programme of events for 2009.

Alison France, managing director of Sanderson Associates of Grange Moor, near Huddersfield, said: "The IHIE is a very important professional organisation, which helps all of its members improve their qualifications and reach their full potential. Recently, it had been suffering in Yorkshire with branch meetings ceasing.

"So Sanderson Associates have provided the IHIE with two joint secretaries, Karen Smith and Louise Milner, who have already taken up their posts, and they have formulated an interesting programme of events for all of the 235 IHIE members in Yorkshire.

The aim of the IHIE is to improve the highway environment to deliver a safe, sustainable transport systems.

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HEALTH club operator Bannatyne Fitness has implemented a vehicle tracking service from Leeds-based Masternaut Three X.

The company, owned by entrepreneur Duncan Bannatyne, will use the system to monitor and manage its fleet of maintenance and service vehicles as they travel to and from Bannatyne Fitness's 61 health clubs across the UK.

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A YORKSHIRE contract packaging firm has opened a business in Scotland.

Mailway Scotland is the new division of Bradford-based Mailway Packaging Solutions.

The business was formed following Mailway's acquisition of the contract packing division of Glasgow-based Benchmark Promotional Support Services and is aimed at alleviating the logistical, and subsequent financial, issues currently faced by some Scottish businesses, particularly in the spirits industry, when it comes to contract packing.

The new venture will hopefully see the creation of 40 new full-time jobs in addition to the current workforce employed.

Mailway Scotland hopes to attract new customers in the sprits market, before targeting those in food, cosmetics, and health and beauty care.

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