



12<sup>th</sup> September 2016

Dear AIPP Member

**NEW & FREE AIPP service to help build client trust & bring you more business**

I am writing to introduce the new **AIPP Member Smart Badge** and how to use this free new resource

You should also read the online '**AIPP Smart Badge Guide**' – please email [alisa@aipp.org.uk](mailto:alisa@aipp.org.uk) should you require a PDF copy of this guide.

What is it?

- A new way of displaying the AIPP logo on your website & in emails
- Clients can instantly verify your AIPP membership, be reassured and trust you
- AIPP logo supported by standardised and approved copy from AIPP in London

Why have we introduced it?

- To enhance AIPP member market position with clients / trade
- To clearly differentiate AIPP members from non-members
- Trust being the number 1 priority in business and with your clients

When will my existing AIPP logo expire?

- Existing AIPP logo arrangements will expire 1st January 2017
- During the intervening period use of the old AIPP logo is permitted
- This allows over 3 months for all members to implement this change to their website and ensure a smooth transition.

What do I do next?

- Clear step-by-step instructions are set out in the '**AIPP Smart Badge Guide**'
- Any Tech support you may need is provided directly by Yoshki – the creators of **Smart Badge**, details in the PDF
- Enjoy this free new initiative from AIPP and your enhanced profile with clients and the trade

To your success

Peter Robinson  
CEO