

J2 Solutions sign with Tracesmart



Released on: March 9, 2009, 6:00 am

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Industry: [Financial](#)

Leading suppliers of [debtor tracing](#) and [data cleansing](#) services, Tracesmart welcome the award winning J2 Solutions to their continually expanding list of tracing agency clients. J2 Solutions will be utilising the company's online people tracing system with a view to improving their already high levels of trace success.



Operating in a variety of industries, J2 Solutions are based in Northwest England and currently employ over 30 highly trained and dedicated telephone tracing agents. The company was established in 2004 by their Managing Director, Gary Jones, who joined the debt collection industry as a doorstep collector at the age of

18, before progressing to generalised investigations and then specialising in telephone tracing.

Jones was recently appointed to join the board of the Credit Services Association (CSA), the official voice of the UK debt collection industry, following a substantial level of involvement with the organisation and in particular his role as the driving force behind the CSA Tracing Code

of Conduct. Commenting on the code of conduct and why his company has opted to use Tracesmart, Jones noted,

"The debt collection industry has endured more than its fair share of negative press over recent years in regards to ethical debtor tracing. I fully support the CSA's Tracing Code of Conduct and implore tracers to only conduct debtor tracing exercises using fully legitimate and ethical means. As part of our commitment to ethical tracing, J2 Solutions only utilise appropriate sources of information –



one of the reasons we have opted to sign up with Tracesmart. We also hope that in using their system we can continue to improve our trace success rates and further cement our place in the top flight of tracing."

J2 Solutions join Tracesmart's diverse client base, which include the likes of renowned financial institutions who use the company to reunite individuals with [unclaimed assets](#), and solicitors who use their online systems to conduct [identity checks](#) as part of compliance measures. Tracing agencies are, however, some of the company's key clients and Tracesmart helps these organisations to efficiently and ethically [trace people](#); commenting on these core clients Chris Rothwell, Sales Director for Tracesmart noted,

"Tracesmart has a proven track record with tracing agencies and our services are utilised by a wealth of companies from sole traders right the way through to blue chip. A comprehensive working knowledge of tracers' needs and continual development of our services, ensure our clients have an effective, reliable and ethical tool to use when conducting positive and negative traces. We fully support the work of Gary Jones and the CSA's Tracing Code of Conduct, and are now proud to welcome J2 Solutions as a client."

Notes to Editors

J2 Solutions – One of the UK's leading tracing agencies, J2 solutions deliver professional tracing services to a wide range of sectors including; legal services, private sector, public sector, credit industry

and private individuals. In 2008 they won the inaugural "Tracing Agency of the Year" title, at the Credit Today Awards.

Tracesmart Ltd, Formed in 1999, Tracesmart supplies a diverse range of consumer data cleansing, identity check and people tracing tools to a wide variety of industries. The company's client base ranges from SME to Blue Chip, who are all recipients of bespoke solutions, built around their specific needs.

Gary Jones, J2 Solutions Managing Director, Gary is renowned as one of the country's leading trace specialists. A member of the CSA board, his extensive knowledge played a key role in the development of the CSA's Tracing Code of Conduct.

Chris Rothwell, Tracesmart's Sales Director, Chris previously worked in both the financial markets and tracing industry. With a wealth of knowledge and experience, Chris heads up Tracesmart's corporate sales team in addition to providing tracing consultancy.

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