

Cutting Edge Data Cleansing Company Expands Premises



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Following the acquisition of the adjoining waterfront office accommodation in Cardiff Bay, Tracesmart – one of the UK's leading suppliers of consumer data services – are transferring their tracing, customer service, sales and marketing teams to their new high-tech residence on completion of an extensive refurbishment project. The company has in-effect doubled their workforce over the past 18 months and the office expansion will more than adequately service their growth.

Counting the prominent and prestigious St David's Hotel and Spa as a neighbour, Tracesmart's waterside position is in one of the most sought after areas within Cardiff Bay's newly developed and highly acclaimed business and recreation quarter. In-line with the original design of their headquarters, the ultra-modern theme continues; reflecting the company's values and persona whilst providing a first-rate environment for their workforce.

[Tracesmart Corporate](#), the company's commercial division, has been the key driver in the organisation's development, delivering a wide range of services from [identity checks](#) for anti-money laundering purposes, to [mortality screening](#) for fraud prevention. Bucking the current economic trend, Tracesmart is experiencing continued growth across all areas. Demand for their [data cleansing](#) and tracing services has grown dramatically as the need to [trace people](#) continues to increase.

To effectively serve their ever-growing client portfolio, Tracesmart continues to recruit specialist staff and the refurbishment project will afford much needed scope to accommodate their future staffing requirements. Whilst the extended offices have served the company well until now, the reconfiguration and restructuring will allow for space to be utilised much more ergonomically. This frees up a greater working area which can be used to house future employees.

Mike Trezise, Tracesmart's Managing Director commented, "We believe this area of Cardiff is the perfect location for our company. When we were searching for new premises we had no need to look further than next door. The initial move allowed us to expand our team, and this redesign will allow us to expand even further. When completed, the refurbishment will solve our accommodation needs in line with projected future business and staffing requirements."

Contact Details:

About Tracesmart:

- **Tracesmart** Ltd was formed in 1999 and supplies a diverse range of consumer data cleansing, identity check and tracing tools to a wide variety of industries. Their client base ranges from SME to blue chip companies; all recipients of bespoke solutions, built around their specific needs.
- **Mike Trezise** is the founder and Managing Director of Tracesmart. With over 25 years tracing and fraud analysis experience, his unrivalled knowledge provides the company with a distinct competitive advantage.

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