



# Taking Lighting to Another Level

### RECOGNITION

One of the region's most successful businesses, Cheshire based Asco Lights was nominated and subsequently won the prestigious Retailer of the Year 2008 accolade at the inaugural North West Entrepreneur Awards, which took place in Manchester New Century House on the 28th August. The award was sponsored by Bentley Manchester and was awarded to Managing Director Ajay Vasdev.

Ajay is extremely passionate about his business and has a thirst for success, which is demonstrated by his expansion and loyal customer base.

"When you have a vision for a business, it takes a lot of hard work to make it a reality, but there's a great feeling of satisfaction when you make it work."

Ajay commented: "We're very proud to be a business operating in the North West and it was great to take home the award, which was also judged by other entrepreneurs from the region. We have expanded rapidly, tapping into the strong demand for high quality lighting products.

We are now concentrating on various prestigious projects overseas but the UK market is still very strong for us."

### THE BUSINESS

Founded by local entrepreneurs Ajay Vasdev, and Shelly Vasdev, Asco is a prestigious retailer of high quality lighting products for homes and businesses. The company is now representing some of the world's most renowned brands in lighting with exclusive distribution within the UK, such as Baccarat crystal chandeliers, the only other stockist in the UK is Harrods.

In addition to the warehouse facility, the company also displays products within the stunning style matters showroom in Knutsford. Recently Asco re-banded the company as Asco Lifestyle. Their new website has now created an online portal where related industries have come together to create a platform for high end consumer products for the discerning customers.

Ajay has also recently formed a close strategic alliance with the renowned Laura McCree and they both have some very exciting projects that they will be working on. Ajay said: "we are very excited to be working alongside someone as dynamic as Laura and again this demonstrates the strong banding we have created. Our work ethics are very similar and approach to business is very pro-active". Asco Lifestyle truly are taking lighting to another level.



## Creating a lifestyle

- Suppliers of innovative & exclusive lighting
- Full lighting design & consultancy service
- Intelligent home lighting systems & controls
- Specialist mood lighting

Showroom visit by appointment

Asco Lifestyle - StyleMatters, Pickmere Grange, Pickmere Lane, Knutsford, Cheshire WA16 0JJ

www.asco-lifestyle.co.uk  
www.ascolights.co.uk  
Tel. 0845 2600 268

