

Keyword: CallUma

## Bevan to boost CallUma trade profile

CallUma offers multilingual services to help travellers, through its 'Just Text HELP' tool, and trackable luggage tags.

In his non-executive director role, Bevan will team with CallUmas founder and chief executive Tony Partridge to develop new travel trade partnerships.

In July, the Co-operative Travel Trading Group signed a deal with CallUma to cater for the growing market of independent travellers.

A serial entrepreneur, Partridge has founded business in the UK, US and Spain, in sectors including furniture retailing, home security and car retail.

He launched the pilot CallUma concept in Spain in 2005 and has been developing the service to cover 20 countries.

Partridge plans to increase CallUmas business within the UK as well as overseas during 2009.

Bevan said: In todays environment security, both personal and of material goods, is at the forefront of everyones minds, therefore these sorts of services are increasingly in demand.

Industry veteran Stephen Moss, founder of BCP Parking, is also on CallUmas board.

See also: (17/10/08) (09/07/08)

<http://www.e-tid.com/pma/31908>