



Location: London
Sector: Media
Value: £180k total
Type: Furniture, Fitout, IT

Way To Blue is an international communications agency working extensively in the film industry, producing strategy and campaigns and marketing them through the most appropriate channels, engaging with consumers at every possible touch-point.

The world of communication is evolving and Way To Blue is leading the way in its field, and has become a respected and innovative global digital marketing company working primarily in the film industry. Despite a decline in the US, the European film market is growing and nowadays film companies typically spend around 20% of their entire budget on digital marketing to promote their films.

business to fund further growth and development.

The client was introduced to Plus Finance by a long standing fitout interiors partner of Plus Finance.

In 2015 they added a further lease when making upgrades to their IT infrastructure systems.



Way To Blue had outgrown their current offices and took out a 5 year lease on a 4,643 sq ft building in Clerkenwell, in London.

They took the strategic decision to lease their furniture and fitout in order to keep their cash in the

Leasing helped our client to

- » Maintain positive cashflow with no large upfront capital payment
- » Achieve the project finish of their choice

“ Having had some bad experiences with leasing companies in the past we were very impressed by the level of service we received from Plus Finance. They managed the whole process of the finance of our fitout seamlessly and we would have no hesitation in recommending them to others. ”

Ian Wallis, Financial Controller, Way To Blue