

Press Information

Issued on behalf of - The Preparation Group, Deacon Road,
Lincoln, LN2 4JB

THE PREPARATION GROUP APPOINTS NEW AREA SALES MANAGER

The Preparation Group, surface preparation specialists, has announced a strategic restructure of its sales team, in order to better serve the increasing demand for its innovative products and services.

Kate Walshaw has been appointed to the key position of Area Sales Manager for Central, Southern and Eastern England where she will be responsible for expanding business opportunities and developing successful relationships with new and existing customers.

Having worked in the flooring industry previously in her career, Kate brings a wealth of product knowledge and application experience to her new role.

In making this appointment, Tracey Glew – Managing Director of The Preparation Group said: “Kate's experience and enthusiasm made her a logical choice. Her understanding of the surface preparation market means she will be able to make an immediate contribution to our strategy of developing sales in our traditional markets and helping us to grow in emerging markets.”



“Her appointment also recognizes our commitment to offer unrivalled technical expertise, cost effective solutions and innovative products”, concludes Tracey.

Kate can be contacted on 07917 397259 or by email on kate.walshaw@ppcgroup.co.uk for equipment demonstrations, quotations and technical support.

PR 148
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Editors – For further information contact Bob Paterson – McLaren Marketing on 0114 2362776 - email bob@mclarenmarketing.co.uk.