

PRESS RELEASE

NEW KIPPAX SERVICE CHIEF BRINGS CUSTOMER PERSPECTIVE

Screen-printing equipment supplier, H. G. Kippax & Sons has appointed an ex- PoS senior manager with a long and accomplished history within the industry to head up its customer services division – which also acts as the service arm for sister company, Thieme KPX .

Graham Rowett joins Kippax following 19 years with the major in-store marketing services enterprise now known as bezier, as well as experience of machine and sundry sales. As Operations/Business Development Manager he will be responsible for the customer-tailored service packages which the Huddersfield-based company provides for Thieme, SPS and Datascreen/Dataprint machines.

Commenting on the appointment, Bill Kippax, Managing Director for both Kippax and Thieme KPX, says: "We are sure our customers will benefit from Graham's knowledge of working on both sides of the customer/provider fence and are delighted that he has joined us. Already he has recruited to the service team, begun enhancing the stock control system and initiated a programme of service-linked improvements to add to our customers' satisfaction."

Says Graham: "Having been a customer myself I understand some of the problems and frustrations surrounding service. Kippax has a justifiably excellent reputation for its customer support, but there is always room for improvement, so we are currently at the introductory stage of a series of real-time service initiatives that will further shorten our reaction times and enhance our department's capabilities."

For further information, please contact H G Kippax & Sons Ltd, Upper Bankfield Mills, Almondbury Bank, Huddersfield HD5 8HF; telephone 01484 426789; fax 01484 541799; e-mail sales@hgkippax.co.uk

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Issued on behalf of H G Kippax & Sons Ltd by Tony Wing Associates, PO Box 21, Emsworth, Hants. PO10 7YZ.

Press contact Tony Wing, Tel: 01243 389 400; e-mail: tony@tonywing.co.uk