



BURLINGTON STONE

For Immediate Issue

BSPR05.10 – Sales Team

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BURLINGTON STRENGTHENS AND RESTRUCTURES ITS SALES TEAM

Cumbria-based Burlington – producers of the ‘best of British’ natural stone products – has announced a number of changes to the structure of its UK sales team. This latest move serves to support the company’s ambitious post recession corporate development strategy; one that will focus on achieving increased market penetration through the delivery of greater product segmentation.

Focused on introducing a series of new product propositions into specialist market sectors, the first being the retail bathroom and kitchen arena, Burlington has created a strategic sales management position dedicated to this function. Additionally, Burlington has divided the country into three distinct sales territories.

Occupying the newly created business development role is Mike Gough. Having spent the last 2½ years with Burlington working in the position of Sales Representative, Mike will not only serve as a critical link between production and sales, he will also be responsible for identifying and assessing the potential of new key retail specialists and developing a UK network of stockists in the process, whilst overseeing the management of Burlington’s soon to be opened Lakeland Stone Studio. With a wealth of experience in relation to stone fabrication and installation, Mike will also provide a vital link with Burlington’s increasing consumer base that the company now attracts.

Regionally, and assuming responsibility for the North East and North West, the Midlands and the northern Home Counties, is newly appointed Chris Biddick. With over 17 years' experience of the bathroom, kitchen, interiors, ceramics and tile markets, Chris joins Burlington from leading design-led Italian mosaic manufacturer, Bisazza, where he was Area Sales Manager.

Representing Burlington in London specifically and across the South East and South West is Rob Harris. Having spent the last 15 years occupying the position of regional sales manager with Burlington, Rob has a thorough understanding of the natural stone industry.

Continuing to look after customers in the North of England and Scotland – a strategically important geographic market when it comes to both Burlington's roofing and architectural product offering – is Ian Ramsay. He too has enjoyed the last 17 years with Burlington and is understandably widely respected throughout the natural stone industry.

In support of delivering improved penetration of the landscaping market is Landscaping Products Manager, John Atkinson. In addition to strengthening Burlington's network of regional distributors, particularly paving specialists, John will focus on promoting the company's increasingly popular aggregates product offering. Providing a valuable in-house sales support function are Andrea Tallon and Tracey Nelson.

As recently-appointed Sales & Marketing Director, Nick Williams comments: Burlington is on the cusp of entering a new, dynamic and exciting phase of

development that will see far greater emphasis placed on product and market diversification. To support such a move, we have invested significant time and resources in developing what we believe is a more effective sales operating structure.

“Whilst Burlington’s sales force now has a degree of new blood, at its core is a team of highly experienced sales professionals who not only have a proven track record within the natural stone industry, but all of whom possess product and technical knowledge that is second to none,” adds Nick.

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CAPTION:

BSPR05.10.jpg – On top of the world. Burlington Stone’s Sales & Marketing Director, Nick Williams (second right), pictured with the company’s strengthened sales team.

