



**Press release
June 2010**

NEW FACE AT FORGEFIX

ForgeFix, the leading distributor of fixings, fastenings and associated products such as drill bits, has welcomed Louise Boughton-Wild (formerly Bowden-Wild until her wedding in February 2010) to its sales team.

Louise joins the company as an Area Sales Manager with responsibility for a territory that covers the Midlands and both North and South Wales.

Having worked for APT for almost a decade selling fixings and fasteners to customers ranging from plumbing and builder's merchants to DIY outlets and fixing companies, Louise brings with her a wealth of experience and specialist knowledge.

She lists many reasons for deciding to make the move to ForgeFix. This includes the fact that the business is family run and that its staff, its customers and its suppliers are all genuinely nice people to work with. She was also keen to make a bigger impact in a business which continues to go from strength and strength.

Commenting on Louise's appointment, Mike Smith, Sales and Marketing Director at ForgeFix, said: "We're delighted to welcome Louise to ForgeFix. Right from the word go we knew she would make a perfect addition to the team and that she would fit right in with our culture, values and ethos.

"She's got plenty of specialist knowledge, has a great disposition and is brimming with enthusiasm. We're sure she'll prove a very real and valuable asset both to our business and to our customers."

- ENDS -

Image: Louise Boughton-Wild.jpg

For more information on this story, contact Wayne Mohammed at [Precision](#) on 07931 586 334 or e-mail: wayne@precision-online.co.uk

Notes to editors:

With over thirty years of experience and a customer base that includes major builder's merchants, DIY outlets, glaziers and large multi-site retailers, ForgeFix is a leading supplier of high-quality fixings, fasteners, drill bits and ancillary items. The company sources high quality products from manufacturers across the world and prides itself on complementing these products with an equally high level of customer service. Evidence of this can be found in such initiatives as online ordering and next day delivery across the UK mainland.

More information on ForgeFix and its extensive product range can be found at www.forgefix.co.uk