

# CHADWICKS MAKES APPOINTMENT TO ITS SLEEVES OPERATION

Leading shrink-sleeve manufacturer Chadwicks has appointed packaging expert Mike Kelly as Account Manager.

Mike will be responsible for managing the company's existing accounts and exploring a number of business development strategies for Chadwicks' sleeves division, which is part of the Flexible Packaging Division of the Clondalkin Group.

He will also be involved in raising Chadwicks' profile to add more customers to the firm's already-impressive portfolio.

Mike has 25 years' experience in the packaging industry, including working in both the production and sales departments of several packaging manufacturers. His experience includes the selling of printed labels, boxes and bags, punnets and pouches, as well as shrink sleeves, which is one of Chadwicks' high growth areas.

Mike said: The vision I have for Chadwicks sleeve division over the next five to 10 years is to increase turnover and ensure that we are the shrink sleeve supplier of choice in the UK, without losing our flexibility and customer care before and after sales.

The sleeve market is currently very competitive, so I will be working with the team to raise the profile of Chadwicks Sleeves which will help our progression and development within the market place.

I believe that with the experience of Chadwicks' staff, and its continued future investment in market leading machinery and facilities, we have an excellent chance of moving successfully forward in the sleeves marketplace.

Martin Hardman, sales and marketing director at Chadwicks added: Mike has fantastic experience in this industry and we feel that with his understanding he will be able to bring innovative ideas to Chadwicks to ensure we retain our impressive reputation. We are pleased to welcome him to the team and are sure he will be of great value to both existing and prospective customers.

Chadwicks, based in Bury, Greater Manchester, is the UK's leading manufacturer of pre-cut lids to market sectors including food, dairy and beverage markets and exports 50 per cent of its output as far afield as the Far East and Australia/New Zealand. Recently moving into the shrink sleeves market, Chadwicks now offers its

reputable levels of service, quality and innovation to this related market.

Chadwicks is part of the Flexible Packaging Division of the Clondalkin Group which has more than 40 manufacturing sites located across Europe and North America.

To find out more about why Chadwicks is one step ahead of the competition visit [www.chadwicks-lids.com](http://www.chadwicks-lids.com) or [www.chadwicks-sleeves.com](http://www.chadwicks-sleeves.com) or phone 0161 763 2100.

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Issued on behalf of Chadwicks by Adessi

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