

ALLOTT & ASSOCIATES LTD

Public Relations and Marketing Consultants

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August 21 2006
(Ref: AllottPr14a word)

ALLOTT AND ASSOCIATES LTD WINS A TRIO OF NEW CONTRACTS

One of the region's leading B2B public relations and marketing consultants, Allott and Associates Ltd has recently won three new contracts from as far afield as Wales.

Two of the new clients specialise in the food sector, one in frozen food and the other in ready meals, the third client is a European leader in the packaging industry.

For some time now the company's strategy has been one of expansion and the new contracts follow hard on the heels of plans to increase office space in Knaresborough. In addition to this Allott and Associates Ltd has recently employed two new staff and there are plans to recruit additional PR employees in the future, as the company continues to grow.

The new business adds to an existing client base which is largely in the fields of food, pharmaceuticals, engineering and packaging – four industries in which Allott and Associates Ltd has developed an expert knowledge, since its formation in 1994.

Allott & Associates Ltd has promoted an extensive client base in these areas including those specialising in fish, meat, poultry, cheese, baking, confectionery, ingredients, processing, catering, food service, ready meals production, wrapping, sealing, thermoforming and end of line equipment, as well as labelling and optical verification systems.

Managing director and founder of Allott and Associates Ltd, Philip Allott, says: "As part of our on-going growth strategy our client base is continually expanding and I am very happy to have won these three new contracts."

ENDS

Background information:

Allott & Associates Ltd is a full-service agency and provides all the services you would expect from an in-house marketing department. Building on over 12 years experience, Allott & Associates Ltd has the marketing resources, experience and ability to help your organisation attain its strategic objectives. Many of the company's clients are involved in business-to-business (B2B) activities including food, beverages, packaging, electronics, engineering, logistics, pharmaceuticals and printing together with numerous related markets. The company is also experienced in providing marketing support to a number of service sectors, including education, local and central government, the MOD and recruitment.

Key marketing services provided by Allott & Associates Ltd include public relations, design, marketing consultancy, photography, advertising, direct-mail, website development, research, exhibition panels, corporate events and film making.

Currently the agency is proactively involved in marketing campaigns in the UK, mainland Europe, the US and Australia.

Clients can engage the agency on a 'project-by-project' basis or for a monthly retainer. For more information and a bespoke quotation, please give Allott & Associates Ltd a call ... 01423 867264

Last updated 30.01.06

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