



Aquafactors Tucker® Pole refreshes its image and sales approach

Since Aquafactors began its water fed pole business in 1999 it has always promoted its corporate image by using the well known Tucker® Pole identity (www.tuckerpolesystems.co.uk). However, with the company's roots in water treatment and with business developing on several fronts, along with its sister company, Aqua-Nouveau Ltd., (www.aqua-nouveau.co.uk), it is considered more logical to bring all activity under the Aquafactors group name. From August 2007 the new **Afd** identity will be associated with its business to business operation.

'In recent years the company has developed a broader marketing appeal.' stated Alan Matthews, Marketing Director, 'It was considered important that the image of the organisation was more representative of the widening platform of new and diverse initiatives, equipment and services now being offered to customers'. The company will still be the exclusive distributor for Tucker® equipment in the UK.

A new Group Sales Manager has now joined the company. Stephen Cooke's blue chip background in sales both here and overseas will bring in valuable knowledge and allow the business to be more sales led in the future.

ENDS

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