



NEWS RELEASE

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ALLEN CODING RESTRUCTURE SET TO DRIVE UP 2011 SALES

Allen and Spain-based ITW Betaprint implement strategic changes

In order to continuously improve the quality of service that it offers to customers and business partners, Allen Coding Systems and Spain-based ITW Betaprint – both part of ITW Espana - have made some key changes to its sales team with immediate effect.

Regional Sales Manager, Scott Wilson, is now responsible for the whole Northern region of the UK as well as for Scotland, while UK Sales & OEM Manager Steve Ryan retains responsibility for OEM's and takes on sales for the South, Northern Ireland and the Irish Republic.

In addition, ITW Betaprint is planning to be more responsive to commercial needs by sharing the responsibility of international sales management between the group's senior sales people.

Ignacio Carcano has expanded his area of responsibility from Iberia to cover France, Italy, Greece, Cyprus, Macedonia, Croatia, Bosnia, Serbia, North and South Africa.

International Sales & Marketing Manager, Phil Thomas, maintains his role managing Asia with the assistance of Eric Chan, based in Singapore, and remains responsible for Russia, Ukraine, Belarus, and other former Russian states, the Middle East and Iceland. He also has closer involvement with inter-company accounts such as Norwood and AC-Codiergeraete.

He explains: "We are committed to providing the highest quality products, commercial and technical support to our customers and suppliers. This restructure has combined the best resources from the group to allow us to do that and will play a major part in driving our sales over the coming years."

One of the UK's leading manufacturers of thermal transfer, hot foil and laser coding and marking equipment, Allen Coding Systems and ITW Betaprint are part of the ITW Coding & Marking Division which also comprises Norwood, Diagraph, Trident and AC Codiergeraete.

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Press enquiries: Emma Hulse, ELH Communications, Red Cottage, Dorney Wood Road, Burnham, Berks SL1 8PT.
Tel: 01628 665593 Mob: 07801 869938 Email: emmahulse@copperstream.co.uk.

For product information please contact Steve Ryan, Allen Coding Systems,
Unit 9, Gateway 1000, Whittle Way, Arlington Business Park, Stevenage, Hertfordshire SG1 2FP Tel: 01438 347 770
Web www.allencoding.co.uk