

For immediate release

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Wessex Resins and Adhesives Advance with Organisational Changes

Wessex Resins and Adhesives has bolstered its team by implementing progressive structural changes within the company. Further enhancements are anticipated in the months ahead.

Julian Bush, an experienced Sales Professional with a proven track record in key account management and business development, has been appointed as the new Head of Sales. His focus on driving profitable growth and achieving business KPIs will be an asset to the team.

"I'm honoured to be part of Wessex Resins and Adhesives, a portfolio of brands where the customer always comes first. Our technical support is unparalleled, ensuring we meet the innovative and demanding needs of our customers," says Julian. "Our end-to-end customer support is attentive, from consultative account management and order processing to the complexities of production and supply. I'm eager to meet with our valued partners to explore the growth potential of our brands further. I look forward to contributing to the future development here at Wessex Resins, benefiting all parties involved."

Julian is set to lead and energise the sales team, with his primary responsibility being the development of a sales strategy that synergistically merges our existing distribution network with direct sales.

"With great enthusiasm, we welcome Julian to our team," says Ian Oliver, Managing Director at Wessex Resins. "We will be looking to grow the sales team in the coming months and expect to appoint additional Sales Managers, fulfilling different roles that the company needs in order to continue on our growth trajectory."

Richard Ross has ascended to the position of Senior Sales Manager where he will be lending his expertise to support Julian in the sales function. *"Advancing within such a distinguished and thriving international sales team is a tremendous privilege. This is an excellent opportunity to contribute to the next phase of Wessex Resins' growth on the global stage, and I am greatly looking forward to this challenge,"* explains Richard.

While David Johnson transitions to the role of Technical Applications Director, he will continue to play a key role in providing technical support and product advice to our Distribution network and customers. In addition, David will continue to deliver technical expertise within the educational sphere of Boat Building Colleges, industry events and seminars.

"I am privileged to have championed the three brands for 30 of my 45-year career as an industry professional. Transitioning to the new role within the company offers a new opportunity and challenge to deliver technical leadership and support to customers and staff alike. This will provide new ideas and direction for everyone involved with the three brands: WEST SYSTEM®, PRO-SET®, and Entropy Resins® brands." Says David.

Ends...

Notes to editors:

- Wessex Resins and Adhesives manufactures WEST SYSTEM®, PRO-SET®, and Entropy Resins® epoxy products in the UK under license from Gougeon Brothers Inc. and distributes these leading brands across the whole of Europe, Africa, and the Middle East via a well-respected distribution network. Wessex Resins and Adhesives provides international support for the world-renowned WEST SYSTEM, PRO-SET and Entropy Resins epoxy brands.

More about WEST SYSTEM from eu.westsystem.com

More about PRO-SET from pro-set.co.uk

A selection of images is available online at <https://maa.agency/media-centre/>

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