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New sales and marketing expertise at Beardow Adams

Beardow Adams has strengthened its sales and marketing with two new appointments: **Guy Davis** – who has responsibility for international corporate accounts – and **Ian McCaddon**, the company's Area Manager serving accounts in Wales, the West Midlands and the North West of England. Both are newly created positions.

With over 20 years' involvement with adhesives, Guy's role is to ensure that Beardow Adams is better positioned to serve the unique needs of internationally based businesses in their adhesive requirements – often companies with central buying operations whose responsibilities can cross national borders.

Ian has a strong materials and technical sales background, with over 15 years' experience in industrial sales – including adhesives. With the Beardow Adams business supplying a full range of hot melt adhesives to a diverse industrial base, his customer focus and expertise will build upon the company's success in this important geographical area.

Milton Keynes based Beardow Adams is the UK's largest manufacturer of hot melt adhesives and has won four Queen's Awards for both International Trade and Innovation.

Its products are used by more than 2,000 companies in over 50 countries for many applications including packaging and the manufacture of industrial and household goods.



ABOVE LEFT Guy Davis, Beardow Adams' new International Corporate Accounts Manager.

Photo ref Guy Davis - CMYK.jpg

ABOVE RIGHT Ian McCaddon

Beardow Adams' new Area Manager serving accounts in Wales, the West Midlands and the North West of England. **Photo ref** Ian McCaddon - CMYK.jpg

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