

Coding and Marking Specialist Appoints New Sales Manager

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Substantial growth at coding and marking specialist Imaje UK has prompted the promotion of Steve Ellison, former thermal products manager, to national sales manager. Steve's promotion reflects his success in integrating the former Markpoint, industrial thermal printer range into Imaje's main business.

His new remit covers coding, marking and labelling systems throughout the supply chain as well as specialist areas such as graphic products for the mailing industry. With 15 years experience, including a previous period with Imaje and work with outside label suppliers, Steve has in-depth knowledge of the industry.

Imaje UK has invested heavily to support its ambitions, opening a 13,000 square foot technical centre at Manor Park, Runcorn in 2002. Progression towards a £10 million turnover target has resulted in UK managing director Mike Hughes being given additional responsibility for Ireland, Belgium and the Netherlands. Commenting on this, Mike explained, "Maintaining the growth momentum is the key aim. With a strong product offering in every sector, allied to total lifetime commitment to our customers, I am confident we can win new users and grow market share further."

Rapid growth at Imaje has been driven by the cost benefits and efficiency gains that reliable and sophisticated coding and marking systems bring to manufacturers of all kinds. Greater product security and traceability, better production control, increased accuracy and improved management information are all made possible.

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