

Tuesday 30th March 2010

FOR IMMEDIATE RELEASE

### VICKERS DOUBLE APPOINTMENT: EXPERIENCED FIELD SALESMAN AND SALES OFFICE SUPPORT

A salesman with almost 30 years experience in the photographic and optics industry has joined Vickers Sports Optics, UK distributor of Bushnell® and Tasco® optics and manufacturer of Premierlight® lighting instruments.

Mark Luders' passion for photographic and observation products took hold in the 1980s. His specialist knowledge was founded during a long-standing position with City Camera Exchange (later acquired by Jessops) before opening his own retail business in the early 1990s, Edgware Camera Centre, and later County Cameras in Ware, Hertfordshire until 2006.

In recent years, Mark Luders has since been working freelance with Sonic UK.

In his new role as Area Salesman at Vickers Sports Optics, Mark Luders will be presenting the full Bushnell range, along with Tasco binoculars and Premierlight lighting instruments to retailers in Mid-Central England and Wales, that is from West coast to East coast with Bristol being most southerly and Birmingham most northerly.

Mark is absolutely delighted with his new position "I have a passion for this product and a strong belief in the market's capacity for growth so I could not be more pleased to be working with Vickers and world-leader Bushnell".

Sales Director Stuart Radlett is pleased to have acquired an experienced field salesman with acute knowledge of every stage in the supply chain.

He said: "Knowledge and experience is what we value most at Vickers Sports Optics so we are proud to have attracted Mark to join us.

At headquarters meanwhile, a new team member has joined the sales office. Kelly Gomm will assist the existing long-standing team to bolster the strong Customer Service delivered to Vickers' hundreds of multiple and independent of customers.

Mark Luders is now in post and can be contacted directly on tel. 07919 486520 / email [mluders@jvickers.co.uk](mailto:mluders@jvickers.co.uk) or via Vickers Sports Optics on tel. 01634 201284 / email [sales@jvickers.co.uk](mailto:sales@jvickers.co.uk).

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