

Wednesday 10th June 2009

VICKERS MAKES APPOINTMENTS OF INDUSTRY PEDIGREE

Two prolific appointments have been made within the UK distribution of Bushnell® and Tasco® optics.

Paul Naptin, former Director of Marketing at the camouflage pattern licensing firm Realtree Europe, has joined just weeks after fellow new recruit George Sinclair, with notable pedigree in the photographic and optics industry.

Paul Naptin will take on the role of 'Area Sales Manager' for Vickers Sports Optics, presenting the distributor's binocular and riflescopes lines to retailers in the Midlands, South Wales and South West of England.

On his move into optics, Paul Naptin said "I am excited about this opportunity to work with such high profile brands, within one of the longest established distributors, and am looking forward to getting closer to our retail sector".

George Sinclair, who has an impressive career history in the photographic and optics industry that spans 26 years and includes leading names such as Cygnet Photographic, Fotolynx and Samsung, joins Vickers Sports Optics as Area Sales Manager presenting Bushnell and Tasco binoculars to retailers within an area encompassing North Wales and the North of England.

"One of the many reasons I came to Vickers is to work with these premium brands, as they are some of the best optics products in the world", said George Sinclair.

"I am very much looking forward to meeting the new dealers in addition to catching up with those that know me of old" George continued.

Together with the two new members, the 122-year old family company boasts a wealth of experience and knowledge in the specialist industries it services. About his new recruits, Managing Director John Vickers says:

"Paul Naptin and George Sinclair have both forged strong reputation within their closely linked industries and we are delighted to be welcoming them."

He continues: "With their expertise and strong contacts, they are already highly valued members of the team and I am sure will form key roles in the company's future."

George Sinclair and Paul Naptin are now in post and can be contacted directly on tel. 07917 115514 / email gsinclair@jjvickers.co.uk and tel. 07919 486520 / email pnaptin@jjvickers.co.uk respectively, or via Vickers Sports Optics on tel. 01634 201284 / email sales@jjvickers.co.uk.

-- Ends --

Words: 364

For further information, please contact Fresca Marketing in the first instance:

Anna Oliver
Fresca Marketing
T: 07974 680069
E: anna@frescamarketing.co.uk

Liz Mant
J J Vickers & Sons Ltd
T: 01634 201284
E: lmant@jjvickers.co.uk

