

Press release

Issued 31 March 2009

Jason Anderton new Managing Director at NovoSail UK

Jason Anderton has recently taken over as Managing Director at NovoSail, based at Hedge End on the South Coast of the UK. With responsibility for the UK market, North West France and Belgium, Jason is aiming to increase brand awareness through his wide knowledge of the marine industry in Northern Europe and to ensure that the NovoSail premium cleaning service is available to all boat owners across the market.

NovoSail expanded to Britain a year ago, to provide an efficient and modern sail cleaning process, designed to increase the life of sails and covers. There are two further established NovoSail operational facilities, with more than 30 business partners now spread across mainland Europe and the company is now Europe's largest sail cleaning and finishing specialist.

Jason comes from a solid marine background, formerly Business Development Manager for an OEM manufacturer and a Sales Director within a boat sales operation. He said, "I am delighted to be appointed Managing Director for NovoSail as part of the Corporate European Group. Our advanced machinery and scientific approach to cleaning sails and covers offers a service which is incomparable within the industry and includes an overall finishing process, aimed to increase longevity."



For further information please visit the NovoSail website at: <http://www.novosail.com>

Further enquiries to: NovoSail UK
Telephone: +44 (0) 1489 789449
Angela Taylor - angela.taylor@novosail.com

Press enquiries to: Titch Blachford - Strawberry Marketing
Telephone: +44 (0) 1590 645082
titch@strawberrymarketing.com

Text and high resolution pictures can be downloaded from: <http://www.strawberrymarketing.com/press>

