

news...

New MD at UK's largest privately owned marketing services company

30th April 2009

For immediate release

The UK's largest privately owned marketing services support company, Promotional Logistics Ltd., has appointed Helen Anderson as Managing Director. The appointment becomes effective from May 1, 2009.

The company's sole owner, Robert Audley, continues as Chairman of Prolog and its parent company, Caverswall Holdings Ltd.

Announcing the changes he commented: "Since the death of my father, Sir Bernard Audley, in January 2008, I have acted as Prolog's Chairman and Managing Director. Now I am able to separate those two roles with confidence, knowing that in Helen Anderson, Prolog has a hugely experienced and capable Managing Director."

Anderson added: "I am proud to be taking the helm at a time of great opportunity for Prolog. Despite the downturn, our balance sheet is strong, our trading position robust and the scope and scale of the support services we provide has never been greater.

"I believe my optimism during challenging times is well founded, because I have total confidence in Prolog's workforce and the Prolog product: Low-risk, low-cost, premium-value outsourced service solutions that our clients can depend on to see them through."

Helen Anderson joined Prolog in January 1990 and rose rapidly through middle management, becoming an Associate Director of the company in June 1998. She was appointed to the Prolog board in 2000 and became Operations Director in July 2001.

Founded in 1981, Promotional Logistics Ltd., trading as Prolog, is a wholly owned subsidiary of Caverswall Holdings Ltd., whose intermediary company is Planned Distribution Services Ltd.

Sustained by consistent year-on-year growth and re-investment, Prolog is the UK's largest independent marketing support, services and communications company, turning over more than £40 million in 2008.

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With its administrative headquarters in Sudbury, Suffolk, the company operates nationwide, with facilities in the East Midlands, East Anglia, Merseyside and on the western fringe of London.

Prolog's core business is integrated outsourced marketing support services, including high-capacity storage, distribution and supply chain logistics, promotional fulfilment, mailing operations and Internet-based marketing support.

Prolog is also a leader in outsourced customer service and telephone marketing, with a network of purpose-built contact centres where a substantial proportion of the workforce is employed.

Spanning the public, private and third sectors, the company's clients include major government departments and blue chip brands.

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Notes for editors overleaf



Prolog Managing Director,
Helen Anderson.
high-resolution jpg image attached.

Notes for editors

Prolog Marketing is one of the few UK companies to offer a totally comprehensive range of integrated marketing services. Underpinned by a huge storage and distribution infrastructure and advanced systems technology, Prolog provides everything that commercial and public sector clients need to support marketing and communications campaigns, including POS handling and distribution, bulk literature storage and distribution, mailing services, bulk collation and packing and database management.

Sister division **Prolog Connect** provides inbound/outbound telephone marketing and customer service and **Prolog Logistics** specialises in national and international supply chain solutions.

With more than 25 years' experience in marketing services, Prolog employs over 900 people in East Anglia, the East Midlands, Merseyside and London. Flexibility, scalability and massive capacity characterise the Prolog service, which stands out for its adaptable storage and fulfilment solutions and high quality customer care and customer communications.