

## news...

### Two new directors join Prolog Board

8<sup>th</sup> June 2009

For Immediate release

Promotional Logistics, Britain's largest privately owned marketing services company, has appointed Karen Richardson and John Shore to its Board of Directors. Richardson takes responsibility for Account Management, while Shore becomes Production Director. Both appointments take effect from June 1st 2009.

Announcing the changes, Managing Director, Helen Anderson, said: "Both John Shore and Karen Richardson bring a wealth operational experience to Prolog's expanded senior management team.

"Their promotion from within is a direct reflection on the calibre, hands on experience and commitment of our key people – qualities that are as valuable to clients as they are to Prolog's own position as the UK's leading outsource services provider."

Holder of an engineering degree from Trent Polytechnic, Shore has almost 30 years experience in warehousing logistics. He joined Prolog in 1996 and became Associate Director in 2003.

Karen Richardson, brought with her 12 years' retail logistics experience when joining Prolog in 1997. An experienced account manager and accomplished communicator, she was promoted to Associate Director in 2006. While at Prolog she been responsible for more that 50 major commercial accounts.

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Images overleaf



John Shore



Karen Richardson

Notes for editors overleaf

## 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.