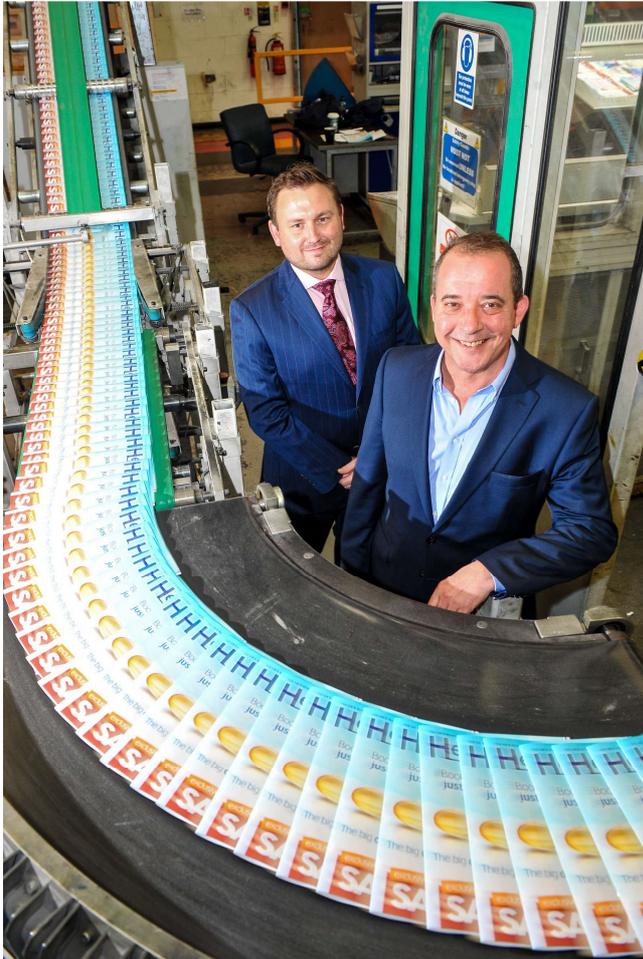


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## Senior appointment at St Ives Direct Bradford following acquisition



Recently acquired print and direct mail specialist St Ives Direct Bradford has appointed homecoming Yorkshireman and experienced sales director Andrew Keighley to lead the company's new business development and sales operations.

The £35m turnover specialist direct mail, digital printing and commercial printing firm was bought in an £8m deal by investment firm Cogent B2B last month and has become part of a wider group of production and print specialist businesses.

Together with Bradford-based Prospect Mailing Services and Griffin Direct Marketing that has offices in Leeds and packaging supplier Boxco, Cogent B2B is building a specialist production and marketing business that has ambitions to grow further through acquisition.



media relations and profile

Keighley (55) has been appointed to lead the sales and business development functions at the firm which he joined four months ago. He has a 39 year track record in the print and production sector with board roles in the USA and the UK in recent years. The move marks a homecoming for Mr Keighley, who was born and raised in Bradford, but has worked in London and latterly in Florida for the past 25 years.

“I am working hard to bring on board the most experienced print and production management team. Andrew’s credentials with more than three decades of experience and a fantastic track record in the industry make him the ideal candidate to lead the sales function,” said Cogent B2B CEO Kevin Dunstall.

“After just four months with the company he has already become a great asset and he has made a huge impact. He is already transforming the new business and sales functions and we expect the team to grow rapidly under his leadership,” he added.

As well as serving customers in the public sector, the business supplies some of the UK’s leading brands in a wide range of sectors and handles over 75 million pieces of marketing correspondence every month.

Mr Keighley has overseen recent new contract wins from blue chip clients with a sales value of over £7m, and is leading the firm’s growth through acquisition of new clients as well as growing the range of services offered to existing customers.

St Ives Direct Bradford handles direct mail projects from initial concept and creation through the production process to fulfilment and delivery of customised marketing materials. The firm specialises in ‘short grain’ printing that gives clients huge economies in paper costs and it operates some of the UK’s only specialised presses of this type.

“It is fantastic to be coming back to Bradford after so many years away from home,” said Yorkshireman Andrew Keighley.

“I am excited to be taking the new business reins of a company that is integrating into a wider group of complementary businesses that share the same ambition. St Ives Direct Bradford has a great track record of delivering leading campaigns for big brands and we are gearing up for expansion on the back of a reputation for excellent service using some of the smartest and efficient technology available.” said Andrew Keighley.

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**Picture shows:** Kevin Dunstall (left), CEO of St Ives Direct Bradford, with sales director Andrew Keighley

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