

# B&B ATTACHMENTS SET TO INCREASE MARKET SHARE IN THE NORTH WEST WITH NEW KEY APPOINTMENT



Chris Bloomfield, Sales Representative in North West England for B&B Attachments.

B&B Attachments, the UK's leading supplier of forklift attachments and masts, is poised to further increase its market share in North West England, following the appointment of Chris Bloomfield as Area Sales Representative.

Previously with CHEP UK as National Business Development Manager responsible for key accounts, Chris brings to B&B not only extensive experience in the market place but also expertise in handling major accounts. He is currently undertaking a German degree through the Open University, which will be extremely useful to B&B Attachments in their role as exclusive UK dealership for Kaup, the German forklift truck attachment manufacturer.

In his position as Area Sales Representative, Chris will be responsible for B&B Attachments field and office based sales as well as supporting forklift truck dealerships and end users. His duties will include giving presentations and playing a key role in implementing the company's marketing plans.

Since it was established in 1980, B&B Attachments has built itself a reputation for quality and service. Now employing a workforce of 38, from its sites in Hungerford, West Berkshire and Cramlington, Northumberland the company offers its customers a total solutions package, encompassing sales, hire and after-sales parts and service. B&B Attachments is the only forklift truck attachment company in the UK with its own fleet of mobile service engineers that undertake pre-emptive and emergency visits to customers.



**B&B**

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