

## TWO HEADLIGHTS, ONE BATTERY

Ian Howard, Managing Director of Dennis, has announced that his company has acquired SISIS, which will now operate as a division of Howardson Ltd, alongside Dennis.

"We have acquired the respected brand, designs, patents and intellectual property and this new partnership is part of our on-going investment strategy," explained Ian.

"I would compare Dennis and Sisis to two headlights being operated by one battery," said Ian, as he explained the new strategy at a press briefing in Harrogate.

"The companies will run independently, while at the same time benefiting from each other's strengths and powered by parent company, Howardson Ltd

"Our traditional strengths of reliability and excellent customer support will enhance this partnership and we are optimistic about our future



together, working as a team to grow further our profile in the market. Our products dovetail extremely well," said Ian, who added that they would be conducting an immediate review of all aspects of the business including customer service and supply.

Ian Howard, Managing Director of Howardson Engineering, with Andrew Walker, Field Sales Manager of SISIS



## Huxley Golf extend into Europe

A new business, Huxley Golf Europe, has been formed in Luxembourg under the direction of Danish golf professional, Ole Pedersen, and businessman, Torben Poulsen.

The pair are targeting golf clubs, teaching academies, hotels and private clients across a large and important new sales territory for Huxley Golf.

Paul Huxley, Director of Huxley Golf, which has a growing network of distributors in the UK and abroad, said: "The region spanning the Benelux countries and France and Germany has become very important to Huxley Golf. Ole and Torben have the local presence and expertise necessary to position our products successfully in this marketplace."

Huxley Golf provides all-weather surfaces for golf around the world. Clients include training and coaching establishments, golf resorts, ranges and academies as well as several Open Championship and Ryder Cup venues.

For more information, visit [www.huxleygolf.com](http://www.huxleygolf.com).

## What's your number?

*Our regular and random profile of an industry figure continues with this month's lucky number...*

**Name:** Fiona Gebbett

**Company:** PAN Publicity Limited

**Position:** Director

**How long have you been in the industry?**

Almost 20 years

**How did you get into it?**

In my previous job, PAN was one of my key suppliers. When a job came up there, I applied and the rest is history.

**What other jobs have you done?**

After university, I was a Holiday Rep in France and then Tenerife. I then joined a Conference Production company and ran corporate events around the country.

**What do you like about your current job?**

My clients. We handle a variety of accounts which means we get to know some great people and no two days are ever the same.

**What changes have you seen during your time in the industry?**

Very little change in the printed media compared to other industries we work in; but, of course, on-line media has developed considerably. What I have seen is the reduction in editorial staff and the growth of freelance writers. This has had an impact on our output seeing us supply more finished copy rather than marrying up a Journalist with a Greenkeeper/Groundsman.

**What do you like to do in your spare time?**

Socialising mainly, but living on the coast I like nothing more than getting rugged up on a Sunday morning and going for a nice long walk on the sea front. We also have the beautiful North Norfolk coast to drive to and enjoy the superb beaches and pubs there.

**Where do you see yourself in 10 years time?**

I very much want to be doing the same thing in a re-vitalised industry. Basically my job is about people; talking to them and finding out how they do their jobs. It's what I love about what I do and I don't see that changing much in the next 10 years.

**Who do you consider best friends in the industry?**

The Press. They're a great bunch of people. We've had some fun times over the years on Press trips in various countries. We all have some very fond memories from them, I'm sure.

**What do you consider to be your lucky number?** 4

*Fiona has picked Tim Merrell, of The Grass Group*