



'For Immediate Release'

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Business growth creates UK and European sales manager position at Oakland

Midlands based Oakland International Limited, specialists in the field of contract packing, storage and 3PL logistics, has announced the appointment of Luci OConnor in a newly created role within the business as the company's UK and European Sales Manager, an exciting development within Oakland's thriving operation.

Over two decades, Luci OConnor has worked with a number of well-known companies within the 3PL warehousing and logistics sector, gaining a wealth of key knowledge in chilled, ambient and frozen warehousing and distribution. Speaking about her appointment Luci said: "I am very excited about joining the Oakland team as it will allow me to utilise the knowledge and experience gained within this highly competitive sector of ambient, chilled and frozen food and consumer goods."

A rapidly developing business, Oakland International is focusing on developing their UK and European operations throughout 2008, a year that will see many businesses struggle due to the UK's current economic climate. Oakland's MD, Dean Attwell, commented: "We are delighted to welcome Luci OConnor to the Oakland team and with her tremendous experience gathered from hands on roles within our sector of the market, will promote Oakland's capabilities throughout the UK and Europe supporting positive business growth momentum. Luci's appointment is the next step of Oakland's tangible change."

Luci will begin by disseminating the message to target clients that Oakland's managed solutions deliver great savings with exceptional quality of service, whilst maximising the support of supply chain distribution for UK and European suppliers. Oakland is expected to see sales growth continuing at the same rate as 2007, delivering a three-year projection that will take the business to over £20 million by 2011. Said Dean: "Luci will drive our plans forward for ambient storage, packing and supply chain consolidation whilst supporting Oakland's excellent growth in the chilled consolidation supply chain arena. She will also head our European sales operation, which is growing very fast as we continue to provide a multi temperature, one-stop-shop solution for foreign clients wishing to access the UK."

Talking further, Dean explained that Oakland's clients wanted more than the standard supply chain partner tends to provide, that they expected to grow and had complex business models, finding the ideal partner in Oakland. Working with high growth levels, Oakland passes on a number of savings to clients through improved economies of scale. Recent development has seen the company expand its food grade storage to include an additional 4,000 pallets, with further expansion plans on the table. Employee numbers continue to swell in response to increased business services, with particular interest being shown in the company's flexible case and pallet consolidation scheme services.

Said Luci: "Oakland's positive culture has the right recipe for being a leading provider of food logistics solutions and I am delighted to be joining such a successful and innovative company."

Luci lives in Staffordshire with her husband, their two dogs and cat and enjoys spending time at home cooking and walking their two dogs.



Image details L to R: Luci O'Connor, Oakland's new UK and European Sales Manager

Editor's note: A leading authority on all aspects of multi-temperature supply chain practice, Oakland is a key strategic player within their market sector. Oakland International directors are happy to help with more detailed information on this or any other industry related subject.

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