

NEW APPOINTMENT IN NEWBURY IMPROVES B&B's CUSTOMER SUPPORT



Peter Yates as Technical Sales
Administrator

The appointment of Peter Yates as Technical Sales Administrator at B&B Attachments' headquarters in Newbury, Berkshire will improve customer service by providing additional technical support.

The UK's leading supplier of masts and forklift truck attachments, B&B Attachments has created this new role in response to a growing customer need for more technical advice when deciding on the most suitable attachment for a specific application.

Prior to joining B&B Attachments, Peter was with an electronics company for 12 years where he was involved in designing and specifying electronic ground stations. A qualified Mechanical Engineer, he was previously an engineer in the Army serving with the REME for 22 years.

In his new role as Technical Sales Administrator, Peter will be responsible for liaising with customers and suppliers throughout the UK. He will support customers by working with them to appraise an application then specify the most suitable attachment for the job.

"The attachment industry is changing rapidly year on year and is developing innovative products to meet a range of applications", says Mike Barton, Managing Director of B&B Attachments. "Whereas there used to be just one clamp or one type of pallet handler available now there is an array of attachments. Peter will be able to ensure that our customers receive the best possible advice as to which attachment will be most appropriate for their specific application".

Since it was established in 1980, B&B Attachments has built itself a reputation for quality and service. Now in its 25th year and 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

attachments

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