

**Press Release** - FOR IMMEDIATE RELEASE: 12/07/2023

## Flexiteek Appoints a New European Sales Manager

Flexiteek International has announced that Chris Pannell has been appointed as European Sales Manager.

Chris, who will be based at the company's British headquarters in Essex, joined Flexiteek in May 2023 and previously worked as a marine distributor in the UK supplying a wide range of products to different trade accounts from the chandleries, riggers and refit yards to the boat builders and OEMS.

Chris commented, "I am excited to join the Flexiteek team. I am looking forward to driving awareness and sales of Flexiteek products and services globally. As well as getting out of the office more to visit distributors to provide support where needed."

In his newly appointed role, Pannell will be responsible for managing the European distributor network, wider market sales opportunities, establishing business development initiatives and strengthening existing partnership relationships. This new role is a central part of the growth strategy of the business across the wider European market.

Chris Berry, Deputy CEO at Flexiteek commented, "We are very excited to welcome Chris to our growing team. He brings his extensive marine experience to this new role for the business and will provide an opportunity to target leads more successfully."

New products like the Wilks 'Click' fendering range have been launched recently and Chris takes responsibility to develop these exciting new ranges within the marine market.

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### ABOUT FLEXITEEK INTERNATIONAL AND WILKS

Beautifully engineered synthetic decking and marine products.

Wilks marine fendering products are currently celebrating 50 years of fendering innovation (1973-2023). Wilks was acquired by Flexiteek International AB in 2019 and continues to create innovative fendering products like Click which launched in winter 2022/23. Our brands are established around the world and known for their quality, craftsmanship and market leading innovation.

For more information about our products, visit <https://www.wilks.co.uk/> and <https://www.flexiteek.com>

**PRESS CONTACTS**

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