

PRESS RELEASE



Fenton Packaging Solutions strengthens sales team with two new appointments

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Leeds-based Fenton Packaging Solutions has made two new senior appointments, further strengthening its sales team.

Mark Woods joins the company as Business Development Manager, and Alex Breeze as Internal Sales & Customer Service Manager.

“Alex and Mark are joining Team Fenton at an exciting time for the business,” says Fenton Packaging Solutions Managing Partner of Sales David Wilson. “We have just begun our new financial year, following the substantial growth achieved over the recent years, and we have launched a new high-energy sales strategy with a fresh focus on innovation, diversification, and collaboration.

“Ever since we relocated to Leeds and rebranded as Fenton Packaging Solutions three years ago, our emphasis has been on bringing more innovative, sustainable packaging solutions to the market. We offer a consultative approach and, through innovation, help to steer our customers towards using the most sustainable packaging options for their businesses. The appointment of Mark Woods and Alex Breeze supports our growth plans as a consultative packaging solutions provider.

“Mark comes to us with over 20 years’ experience in packaging and foodservice. His solid and proven track record will help us accelerate the development of our fastest growing sector, food and foodservice packaging.

“Alex has a decade of experience in managing high-performing outbound sales teams and a strong background in people management and customer service. She will be bringing her skills to bear on delivering value, driving growth, and detailing improvements in how we connect with our clients to enhance the customer experience.”

Solutions-based consultative sales strategy

“My long experience with Tri-Star Packaging, Bunzl Catering Supplies and PJ’s is a perfect fit for my new role at Fenton,” says Mark Woods. “I have a deep understanding of food and foodservice manufacturing as well as packaging, so I feel well-placed to deliver on a solutions-based consultative sales strategy for existing and new customers.

“I have worked with Managing Partner David Wilson before and I am impressed by Fenton’s diverse customer-base and its very structured approach, as well as the overall culture within the business, with a solid, experienced and loyal workforce, many of whom have been with the business for 30 years or more.”

From good, to better, to best

“Fentons appealed to me as it is such a family-oriented business,” says Alex Breeze. “They don’t just say that they’re ‘family first’, it’s the core culture of the business and people stay. There are some that have been with the business for well over 30 years, and that speaks volumes. Being surrounded by all that experience will help me to rapidly develop my role. The biggest opportunity at Fenton is the sheer level of growth that’s available and I am looking forward to making a tangible contribution through enhancing the customer journey.

“One of my primary objectives is to look at every touch-point that we have with our customers and ask ‘are we good, better or best?’ – and how do we get from good to best? The internal sales team have a collective 100 years of experience, with a customer-centric outlook, and Fenton has invested heavily in people, technology and systems over the past

couple of years, so we have everything in place to ensure that every interaction is a best-in-class service.”

On Fridays, Alex takes her eight year old spaniel Maggie to the office, adding value as Team Fenton’s Paw-sitive vibes manager.

<https://www.fentonpackaging.co.uk>



Mark Woods and Alex Breeze are the latest recruits to Team Fenton.

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Notes for editors:**About Fenton Packaging Solutions**

Fenton Packaging Solutions specialises in stocking and distributing a wide range of containers for powders, granules, pastes and liquids, for industry sectors including food, dairy, beverage, pharmaceuticals, chemicals, detergents, paints, inks, resins and adhesives.

Fenton Packaging Solutions is a member of leading trade associations, including the British Coatings Federation.

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