

# Pledge recruits to support sales and service plans

Coinciding with the launch of a high profile marketing campaign and dealer support programme, Bedfordshire-based Pledge Office Chairs has announced two appointments. Alistair Gostling joins the company as the new area manager for London, while Barbora Bonham steps into the newly created role of sales office manager.

Alistair's background is in dealer sales and tells us he is looking forward to "giving a little back" to the growing dealer network in London. Barbora has been appointed to develop and coordinate a number of new initiatives to increase the service levels at Pledge. A key part of that role will be to integrate back-office activities such as sales, production and transport administration, progress chasing, sample programmes and logistics.

Commenting on both appoint-



Alistair Gostling and Barbora Bonham on Edge but clearly relaxed

ments, sales director Stephen Russell told Interior Channels: "We are delighted with the current progression of our plans to increase sales of Edge Design and the

Pledge Collection by creating a strong brand awareness. The appointment of two proven individuals can only hasten the realisation of those plans".