

# Purplex appoints new PR Man



Purplex Marketing, the leading full service marketing agency to the window industry, has bolstered its

team with the appointment of Oliver Ballard.

Oliver joins the company as a senior copywriter and will be working closely with PR manager Sam Cross to ensure Purplex clients maintain a strong presence in the trade and online media.

Oliver comments: "The window industry is clearly going through a period of reform and consolidation and combined with the wider economic challenges, companies need to have a strong marketing strategy. Purplex is a very focused, results driven PR and marketing agency and I'm delighted to be joining a very dynamic and innovative team. Purplex works with many of the biggest names in the industry and I'm looking forward to working with existing and new clients and getting my teeth into the role."

Oliver studied in both the UK and Tokyo, worked as a Journalist with a number of newspapers and has held PR positions with several politicians, including the Minister for Public Health.

Andrew Scott, managing director of Purplex Marketing comments on Oliver's appointment: "Oliver's strong writing and PR background in the political arena will serve him well in this newly created position and his experience will add value to the service we already provide. I'm sure Oliver will be a real asset for the company and I'm delighted to welcome him on board."