



Hambleside Danelaw Ltd
Press release – 6 January 2012

Hambleside Danelaw appoint Andy Fell as new Dryseal Manager

Marketing of Hambleside Danelaw's GRP roofing systems has received a significant boost with the appointment of Andy Fell as the company's new Dryseal Manager.

Andy brings to Hambleside extensive experience of installing GRP flat roofing products since 1984 and fitting Dryseal as a contractor since the mid 1990's. Previously with Ashgate Roofing, his new brief is to secure a larger profile for Dryseal and especially the RibTec membrane within the roofing market.

Manufactured in the UK by a British company, the Dryseal GRP component based roofing system for flat and low pitched roofs comes with the easy 'Fit and Finish' installation. It has been available as a proven solution for new build and refurbishment projects for over 20 years and the system totally encapsulates the roof with a single material. It requires no heat or flames for installation.

In 2010, the improved Dryseal range for domestic, commercial, industrial and heritage applications arrived on the market after a comprehensive product evaluation, carried out in conjunction with its network of approved contractors.

The new role of Dryseal Manager will oversee the strong promotion and branding of RibTec as a product, identifying its unique properties and advantages over 'wet-lay' systems with the emphasis on the robustness of the warranty. Marketing will also emphasise the green credentials of Dryseal to assist in clients' carbon neutral aspirations.

Commenting on his appointment, Andy Fell said:

"As a former Dryseal contractor of 17 years, I am determined to help boost the market profile of Dryseal, improve our relationship with customers, contractors and specifiers alike and to improve the sales and performance of the range. We have a first class product here and I want everybody to know about it."

Chris Avery, Hambleside Danelaw's managing director, said:

"With over 30 years of installation and management experience, Andy's unique skills make him a very welcome addition to the team at Hambleside Danelaw and his long term commitment to the company will ensure that Dryseal continues to be the roofing system for the future."

ENDS

For more information, contact Aidan Relf on 07710 305182

Notes to editors

1. About Hambleside Danelaw

Multiple sustainability and innovation award winner Hambleside Danelaw Ltd manufactures low carbon Glass Reinforced Polyester (GRP) roofing products in Daventry and Inverness. The British company's product range includes Dryseal roofing system for flat and low pitched roofs; Insulator and Contour rooflights and wall lights; and Danelaw flashings, roof and wall ventilation products. Its Dry Fix or mortarless solution to roofing and ventilation is increasingly seen as the future of the roofing industry. Accredited with ISO 14001 and ISO 9001 and members of Planet Positive, Hambleside Danelaw invests heavily in sustainability and many of its products feature recycled materials in their construction. More information is available at: www.hambleside-danelaw.co.uk.