

Press Release

14th November 2008

Chiltern Fire appoints marketing manager to spearhead growth

Following the £500,000 upgrading of its fire testing facilities, Chiltern International Fire (CIF) continues its programme of investment and business development with the appointment of a dedicated Marketing Manager.

Graham Edwards joins CIF with more than 20 years' experience in business-to-business, retail and consumer marketing and business management, within organisations ranging from multi-national corporations to smaller, privately owned companies, covering brand development, media strategy, sponsorship, PR and corporate communications.



He will assume marketing responsibility not only for Chiltern Fire, but also for subsidiary Chiltern Dynamics and the BM TRADA Q-Mark and BFRC schemes for windows and doors. Chief Operating Officer Jon Osborn said, 'It is our intention to grow the business across all areas of operation and we wanted, therefore, to appoint someone of Graham's calibre and experience to develop an effective marketing strategy as we move forward. He is a natural team leader and player, so will lead from the front.'

Chiltern Fire is strongly customer-focused, he added. 'Graham's insight into both retail and business to business marketing will be invaluable to us in developing our relationships with new and potential clients.'

Graham Edwards said, 'I am delighted to be joining the company at this exciting and challenging time in its development.'

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Chiltern International Fire

With more than 30 years' experience, Chiltern International Fire is one of Europe's leading authorities on fire, providing a range of services to clients around the world. Services include, consultancy, research, training and testing to British, European and international standards. In addition, it offers fire risk assessments, fire safety audits, upgrading and

assessment of fire performance and expert witness. All major tests are accredited by the United Kingdom Accreditation Service (UKAS). The company also offers a first class facility for Positive Pressure Ventilation (PPV), Breathing Apparatus (BA) and Compartment Fire Behaviour training for fire services personnel, as well as outdoor exercises and drills.