

**Press Release
August 7th 2013**

Two great British manufacturers join forces as Good Directions Ltd acquires Neptune Outdoor Furniture Ltd

Good Directions Ltd is proud to announce that Neptune Outdoor Furniture Ltd became part of its company group from 1st August 2013.

British manufacturer Good Directions, specialist in the design and production of exterior clocks, clock towers, architectural features and copper guttering, has acquired Hampshire-based street furniture specialist Neptune as part of its continued expansion plans.

Welcoming the deal, Good Directions Managing Director Alan Gingell said: "We are always looking at ways to expand our business, diversify our product ranges and improve services for our customers. We are confident that by combining the two companies we will make the experience of sourcing outdoor architectural products easier."



The deal marks an impressive 25-five year journey for Good Directions Ltd and its owner Robin Davies, who started the company with his wife Patricia from their home in Botley, Hampshire. With a strategy of continual investment in product development, staff, software and machinery the company quickly grew and today operates from a 15,000 sq ft facility in Botley where they not only fully support their own manufacturing needs after acquiring a long established engineering and fabrication company, Mach Engineering Ltd in 2011, but also service many other companies and industries both locally and across the UK.

As a supplier of metalwork to Neptune for its litter and dog bins, benches and seats, Good Directions has worked with Neptune for many years and the owner, John Stephens is delighted that the two companies are to become one. He explains: "Both companies are similar in very many ways, we both work with traditional and modern production methods to strict ISO9001 guidelines and procedures to design and manufacture quality items that will last for many years. Neptune has been a successful forerunner of street and park furniture since the 1960s and I think Good Directions are the best people to take the company forward, I feel confident that our customers will be in safe hands."

Ends

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