



**Press Release  
December 22<sup>nd</sup> 2016**

## **Two British clock manufacturers join forces as Good Directions acquires Shire Clocks**

***Good Directions Ltd is proud to announce that Shire Clocks Ltd became part of its company group from December 1<sup>st</sup> 2016.***

British manufacturer Good Directions, specialist in the design and production of exterior clocks, clock towers, architectural features and metal guttering, has acquired Derbyshire-based exterior clock specialist Shire Clocks 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 be able to offer a range of products and services unrivalled by any other UK clock company."



The deal marks another milestone for Good Directions as the company approaches nearly 30 years in business. With a strategy of continual investment in product development, staff, software and machinery, the company continues to grow and today operates from a 19,000 sq ft facility in Botley,

Hampshire, where they not only fully support their own manufacturing needs but also service many other companies and industries both locally and across the UK.

Having worked with Good Directions for many years, when looking for someone to sell the business to, Shire Clocks couldn't think of safer hands to take the company forward as they explained: "It was a tough decision to make however we didn't want to see the heritage laid down by Peter Twigg and then Paul Barker being lost forever. Being a part of a bigger company gives Shire Clocks access to a wide range of other products and services unrivalled by any other clock company in the UK and as such this will help us enhance the service and product ranges offered to our trade and retail customers alike."

### **Ends**

Good Directions  
Tel: 01489 797773  
Email: [rosalie@good-directions.co.uk](mailto:rosalie@good-directions.co.uk)  
Web: [www.gooddirections.co.uk](http://www.gooddirections.co.uk)