

Press Release
August 1st 2013

Key appointment marks significant move for Komfort

As part of its ongoing strategic development and growth plans, Komfort has appointed a new Sales and Marketing Director.

Adam Butler is an experienced director, whose previous roles include planning and leading post-acquisition sales integration strategies, resulting in double digit sales growth and increased profitability in turbulent marketing conditions. With several years of hands-on experience developing accounts, Adam has a wide appreciation of what it takes to optimise performance in all parts of the sales cycle in a specification-led business.

Over 15 years of Sales Director experience in the manufacturing and construction sectors working with architects, contractors, specifiers and installers has furnished Adam with a comprehensive understanding of how the right sales improvement programmes can impact each of these roles and deliver positive and measurable results.

Nick Prosser, Managing Director of Komfort, said: "This appointment represents a significant strengthening of the Komfort brand and the next stage in our progression as the leading partitions manufacturer in the UK. Adam's extensive background in large organisations and developing sales strategies will greatly enhance our offering over the next several months."



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