



Press Release
26th January 2011

Bright Spark from Plymouth is New MD of SFM Tusker

Safety First Manufacturing Co (or SFM Tusker as the company is also known) has never shied away from being different, and indeed the new MD of the company, Emily Wright, is keeping with that tradition by implementing the most significant development the company has seen to date. SFM was founded in 1981 by Amanda Thatcher, who now takes the position of CEO.

Wright, a Cardiff University Law and Politics graduate, has been with the company since 2004, when she quickly made a huge impression and shortly after became Director and General Manager.

So, what's it really like to be an MD of a £1million plus turnover business in the welding industry? Wright says: "It is vital to be a very dynamic individual in this role, as there are so many elements involved in running a business. It is very important to have a huge amount of common sense and commercial awareness. Nerves of steel and a forward-thinking approach to life are also vital."

This is just the latest of a series of changes marking the beginning of a new era. Despite the economic climate being as it has, SFM has just launched its new e-commerce website, which features its entire product range. Ms Wright explained why she felt that now was the time to invest when so many other companies were cutting costs: "We are totally committed to leading the industry from the front. The website has been in development for over two years as we had to make sure we got it right. It's an investment not only for us as a company but for welding and the manufacturing industry as a whole."



SFM has been established for nearly 30 years now and Emily looks forward to leading the company the Wright way for many more years.

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