



**Press Release**  
**February 18<sup>th</sup> 2016**

## **Vicaima's market growth prompts sales force expansion**

***With record sales in 2014 and 2015, Vicaima has begun a programme of expansion for its regional representation in 2016. Phase one sees the appointment of Stephen Pearce as new Area Sales Manager for the Central Northern and Midlands region, and bringing with him a wealth of experience from the door specification sector.***

Stephen, who was formerly with door and doorset specialist Leaderflush Shapland Laidlaw, has been involved with the construction industry for over 30 years. Much of that time has been spent specifically working within the doors and associated joinery sector, so he fully appreciates the high standards sought by Vicaima customers and is equipped to offer sound and professional advice.



Based from his home town of Wolverhampton, Stephen will cover the important and rapidly growing central region. As Stephen says, he is looking forward to further developing sales of Vicaima door solutions to the market. "I have been well aware of Vicaima for many years. With its unquestionable reputation for superb quality and a real passion for innovation in all things, I cannot wait to become part of a winning team."

Phase 2 of the Vicaima expansion programme will see further appointments in key geographic areas around the UK, together with additional internal resource at the company's Head Office in Swindon. Vicaima recently purchased its 7 acre site outright and is currently undertaking a refurbishment of the facilities, which will make the South West hub a powerhouse for the door industry in years to come.

For further details about Vicaima door and doorset solutions visit the Vicaima website [www.vicaima.com](http://www.vicaima.com) , alternatively call 01793 532333 for a copy of the latest literature and product innovations.

**Ends**

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