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DAVICON PROMOTION PUSHES FORWARD GROWTH

Peter Watson, former group project manager, has been promoted to the senior position of general manager at Brierley Hill based Davicon, the UK's leading mezzanine floor manufacturer.

Peter, who has been in the industry for over 15 years, has a wealth of experience, spanning sales, contracts, project management. In his new position, Peter will oversee the operational side of the business including sales, production and customer relations.



Starting his career with Welconstruct, Peter moved to Davicon three years ago where he has been instrumental in the development and growth of the business. Adrian Reeve, chief executive of the Welconstruct Group said: "Peter has played a key role in the organisation for a number of years and he is ideally placed to take the company to the next level."

As the recognised brand leader for quality mezzanine floors and the only manufacturer to supply to trade only, Peter is keen to develop Davicon's Partnership programme and to push forward sales. The Partnership programme was developed to help Davicon and its key trade customers deliver a consistently superior service to the end customer.

He says: "This is an exciting time for the company. We have grown tremendously over recent years and I am keen to keep up the momentum and hold our position as the UK's leading mezzanine floor manufacturer.

"I look forward to working closely with our superb team to increase sales and ultimately, maintaining and expanding our reputation as an excellent place to work and to do business with."