



**Darley Limited**

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## Immediate Release

This month sees the completion of the first twelve months of Darley Limited's, management buy-out (MBO). The year has seen the Burton-upon-Trent based company with its 76 strong workforce, successfully increase its turnover by £2m, after a significant diversification into new markets.

In addition, Darley has continued to grow its core business areas of Wet Glue Labels & Pharmaceutical Leaflets with a steady and structured investment in both people and equipment.

The company has announced a £1m press and pre-press investment programme in a bid to boost capacity by 50% in the next 3 years. This will strengthen its position of being the market-leading supplier to some of the world's best-known brands in both the drinks & pharmaceutical markets.

Darley appointed advertising agency, Ghost Creations in July 07 to handle its brand refresh and brand management programme, together with an ongoing "DARLEY – MAKE BRANDS WORK" advertising campaign.

Speaking directly on Darleys performance & new structure, John Alton, Joint Managing Director commented,

"The first year of the MBO has been a lot of very hard work by everyone here at Darley, but well worth all the investment. The new corporate identity is terrific and we have received excellent feedback from our customers. We shall continue to develop our strong links with major brands in many consumer sectors with our positive "can do - will do" approach to servicing our clients requirements".

Ends

### Notes to editors

Darley Limited, based in Burton upon Trent, Staffordshire, established in 1827, provide premium wet glue labels to some of the worlds largest drinks brands, produce pharmaceutical leaflets an patient information to pharmaceutical and healthcare manufacturers worldwide, together with a complete print management division serving wide range of customer disciplines. Darley Limited prides itself in supply and quality of service.

For more information about Darley Limited, contact: Stewart Hughes or John Alton (joint Managing Directors)  
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**make brands work**