

Tony Jones acquires Pensord

Chief Executive in M.B.O.

Chief Executive, Tony Jones, has undertaken a management buy out of Pensord - the leading magazine print company. The deal sees Jones take ownership of the £7 million magazine print specialists from former owners, Allen, McGuire and Partners.

This is significant news for those associated with magazine publishing. Pensord is a leading player in sheet-fed magazine printing, with 120 staff and a 43,000 square foot factory housing a one-stop magazine printing service of impressive resource. They are printing guardians of 150 titles and serve some of the most respected publishers in the UK.

New Horizons

With Jones at the helm as proprietor, a business strategy can now be put in place to take Pensord to another level. He aims to double the size of the company over the next five years and with his track record, who would bet against him achieving his plans.

This is a natural progression for Jones in a successful career, that has taken him from senior roles in media sales and marketing, television, radio and newspapers, into the print industry where he used his marketing skills to revamp the S&G Print Group to give it one of the highest industry profiles in the UK.

Jones became Joint Chief Executive of S&G before moving to head up Pensord three years ago. It's been a busy three years for Jones. He has made strategic and personnel changes, developed the Pensord brand and laid solid foundations for the future.

With everything in place, Jones has shown his faith in the potential of the company, its team and its long-term prospects.

'I have put my own hard earned money into Pensord. That is how confident I am about the future of the company.

I want to work with my team, customers and suppliers to help build a reputation for the highest levels of quality, service and value. I am very proud of what we have achieved at Pensord in the last three years and excited about what lies ahead for everyone associated with the company'.



**“I was so
impressed
I bought the
company”**



PENSORD
MAGAZINES, PERIODICALS
AND CATALOGUES

a new. horizon for everyone

**Jones
shines a light on his plans**

“Along with my fellow Directors, we have made steady progress at Pensord”



Darren Coxon
Commercial Director



Graham Lambert
Finance Director



Mick Charlton
Operations Director

Following the announcement that Tony Jones has acquired Pensord, we interview the man behind the M.B.O. and ask what implications the change in ownership will have for the industry. What does the management buy out mean to you? How will it affect your business?

Why have you bought the company?

Just like Victor Kyam, ‘I liked the product so much I bought the company’. Clichés aside, I have great faith in this company and the people employed here.

We have made considerable changes since I arrived here as the C.E.O. The foundations are in place for us to really push forward and we are best able to achieve this if I, and my fellow Directors, are able to act without constraints.

As an ‘owner-managed’, ‘customer-focused’ business, we’ll be able to be more pro-active, innovative and even more responsive to market changes and customer needs.

Will the M.B.O. herald new investment?

In a word: Yes! We are committed to investing in equipment worth over £2 million for this year and that starts with immediate effect.

In fact, the next few weeks will see us announce some exciting news of how we’re teaming up with Heidelberg and becoming the first printer in the UK to install their very latest specification 8 unit perfector press.

Why will the M.B.O. be good news for customers?

My colleagues will tell you that my commitment to customer service has become an obsession. I have always endeavoured to develop a partnership approach with publishers.

The pursuit of excellence for customers is at the core of my business philosophy. It's what sets us apart.

As proprietor, I will be in an even stronger position to influence the way we work at Pensord. You have my promise that our already impressive service offering will continue to improve for the benefit of all our customers.

Will you change the team at Pensord?

We are blessed with an exceptional team at Pensord.

Printing is a 'people business' and I honestly believe our people make the difference.

We have built a reputation for honesty and integrity, core values that I, and my fellow Directors, want to build on. Obviously, I am always looking to strengthen our team and bring in new talent, but I have a great deal of confidence in my colleagues at Pensord.

You mention integrity, why is that so important to you?

Throughout my career, I've always put integrity first. I have a vision for Pensord. I want us to develop an industry-wide reputation as an ethical print business, one that is judged on its integrity and honest endeavour.

We instinctively think solutions, not problems. We promise customers results, not excuses. After 34 years in the magazine print business, we have a 'can do' attitude.

What message do you have for your suppliers?

Essentially, there is no change! We will continue to value our relationship with our supply-partners.

I want us to be up front and transparent in everything we do, not least with our suppliers on whom we rely to help us deliver a first-class service for customers.

We will be introducing Charters for staff, customers and suppliers to ensure consistency and transparency in all our dealings.

A NEW NEWSLETTER FOR A NEW VISION

In the next few weeks we'll be outlining our vision for Pensord. The finishing touches are being applied to a newsletter illustrating our plans for everyone associated with the business, customers and suppliers alike.

If you are not on our mailing list and would like to receive a copy of our newsletter, fill in your details overleaf.

New Horizons!

£2 million investment in our service

UK/Heidelberg First!

Installing the latest spec 8 unit perfector press

Win a holiday of a lifetime!

How to win a luxury escape to paradise

Charity Trust

Returning profits to good causes

Our charter of excellence

No empty promises, but cast-iron guarantees for our customers.

What the papers say

Public response to the M.B.O.



Your questions answered



I hope this leaflet has answered many of your questions regarding the M.B.O.

Over the past few months, I have been busy preparing the ground for a smooth takeover of the company. I have been extremely careful to ensure a seamless change for us all, especially our customers. These are exciting times, and throughout I have been determined to remain focused on serving the publishers who have shown their faith in Pensord and have placed their titles in our care.

I hope this leaflet has answered many of your questions. However, please feel free to call me if you have any queries regarding the M.B.O. or indeed any other aspect of your relationship with Pensord.

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Email: tonyjones@pensord.co.uk

▼ Let us quote and be part of the vision ▼

We are not just printers we are printing partners. For more information about Pensord, fill in the form. Better still, contact our estimating department now for a value added quote and see how we can bring the 'Pensord Edge' to your business. It is time to share in our success.

- Please ask a Pensord Business Development Manager to call me to arrange an appointment**
- Please call to arrange a visit to your factory**
- Please send me more information on Pensord's services**
- Please include me on your mailing list**
- Please provide a quote to the specification attached/faxed/e-mailed**

**T H E
P E N S O R D
E D G E**



PENSORD
MAGAZINES, PERIODICALS
AND CATALOGUES



Q 06300

Name

Company

Position

Address

Post Code

Telephone

e-mail