

Lano London Arrival



Building upon a firm foundation of value and quality driven carpet ranges, Lano Carpets is enhancing its support services to retailers with the appointment of Peter Hughes to the role of Exclusive Sales Agent for the London area.

Peter has a wealth of experience working in the carpet industry and capital region tracing back to 1991 and joining from Furlong Flooring, now brings with him exceptional knowledge and expertise to the UK Lano team.

As part of an expanding sales and support network designed to improve support to retailers throughout the UK, Peter's appointment represents Lano's efforts to ensure that the UK residential market is fully supported at every juncture.

Regarded throughout the industry as a motivated individual with an exemplary track record, Peter has run a sales force of up to 16 representatives and he is relishing the new opportunities that are presented by working with Lano Carpets:

"Lano has grown significantly in the UK since it entered the market and has now reached a position as a leading supplier of carpets to both the retailer and contractor. With this comes a degree of responsibility to produce quality carpets that are good value, but perhaps even more importantly to deliver service and support that our customers can rely on. I am looking forward to offering a complete support and business development service to Lano Carpets and making sure that we all live up to the challenges we face in the residential carpet sector."

Several recent appointments to Lano Carpets sales and support team have underlined the commitment of the manufacturer to improving its service levels as Francis Debrabandere, UK Sales Manager, comments:

"The recruitment of Peter to represent Lano Carpets within the important M25 area helps us to reinforce our presence within this competitive region. The experience and expertise that Peter brings to this role will be welcomed by retailers and we are confident that he will help towards Lano Carpets' goal of becoming the complete soft flooring supplier."

For further information on all Lano carpet ranges, freephone 00800 5266 5266, e-mail marketing@lano.com or visit www.lano.com