

**BUSINESS**

# New press leads to print jobs

**SARAH SCOTT**

☎ 01670 824929  
✉ sarah.scott@ncjmedia.co.uk

**A** CRAMLINGTON-based company has created new jobs in the region through an investment of more than £1.3m.

Leading North East printing company Potts Print has invested more than £1.3m in a third new colour press and have expanded their workforce as a result.

In total, 20 new employees have joined Potts Print since January this year, bringing their workforce to 160, and more new vacancies are planned throughout the year.

The company, which moved to its current premises in Nelson Park in 2006, aims to exceed a turnover of £14m this year.

The new press will allow the company to take on more clients, and existing clients will benefit from improved turnaround for jobs. It will run alongside existing machines, increasing capacity and streamlining new and existing work.

Three new press operators and a print assistant have been hired, which opens up new opportunities for existing staff.

As well as increased output on the print floor, the press has had a knock-on effect to all departments.

Extra print finishers have been hired, and the sales team increased – one in the business development team and two in client services.

The new press is fully assembled, with a demo planned for April 13 then, after testing, it will be fully operational in mid-April.

Potts Print will run the new press completely alcohol free.

Vegetable oil inks are used, as well as ecologically sound paper accredited by the Forestry Stewardship Council and the Programme for the Endorsement of Forest Continuation.

Potts Print is a leading independent printing, packaging and direct mail company based in Cramlington, Northumberland.

Clients include international corporations, retail and pharmaceutical companies, the NHS and public sector organisations, creative agencies, charities, regional and local businesses and the performing and visual arts community.



**EXPANDING WORKFORCE**

Production manager Kevin Brown, left, and Garry Lacy, press operator, who started work six weeks ago