



## **RUMENCO APPOINTS EXPORT MANAGER**

Developing Rumevite and Supalyx business across Europe and the Middle East has led Rumenco to expand its export sales team.

Chris King has been appointed export manager to spearhead further business growth and provide additional support to existing distributors. Chris – who previously worked for Rumenco between 1997 and 2007 – rejoins the business after a spell in molasses marketing with Tate & Lyle.

Commenting on the appointment, Rumenco managing director Nigel Lyon said the company was delighted to welcome Chris back.

“Already recognised as strong brands in the UK forage supplement market, our Rumevite and Supalyx products are being increasingly well received internationally. Recent business growth has been encouraging and we want to strengthen relationships with our overseas distributors, as well as open up new markets. We are excited by the export potential and Chris King brings valuable feed sector experience and overseas networks to this new role,” he said.

Chris King can be contacted on [cking@rumenco.co.uk](mailto:cking@rumenco.co.uk)

- ends -

Date: 6<sup>th</sup> November 2009

Further information from:

Nigel Lyon  
Rumenco Managing Director  
Tel: 01283 524302/07773 790208

Issued by David Butler, ABC Ltd  
Tel: 01694 731777 E-mail: [david@abccomms.co.uk](mailto:david@abccomms.co.uk)