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**News Release**

16th August 2016

**Ruddocks Celebrates New and Long-serving Staff**

**Lincoln-based design and print business** [**Ruddocks**](http://www.ruddocksdesign.co.uk) **has welcomed two new graphic designers and celebrated the achievements of Sales Director Tony Humphreys who’s clocked up 40 years with the firm.**

An interest in art and technical design at school led Tony to approach printing businesses for work while he was still in full-time education. It was during a maths exam that he was called over the tannoy to the head teacher’s office to speak to a representative from [Ruddocks](http://www.ruddocksdesign.co.uk), who offered him an interview.

Lincoln-born Tony (56) began his 40-year employment with the print and design specialist as a hot metal compositor through which he gained City & Guilds qualifications and craftsmanship certificate.

“From the very early days I realised that Ruddocks was a company that valued its staff,” said Tony. “As a long-established family business it has that friendly ethos instilled from the word go which is one of the main reasons why I’ve stayed so long.”

After gaining experience as a paste-up artist, platemaker and camera operator he went on to spend 10 years working in the machine room on the presses before an opportunity to transfer over to the sales team became available.

In 2008 Tony became the Sales Director, a role which requires him to head up a team of five sales managers as well as managing a client base of his own.

Tony added: “I really enjoy getting out and providing guidance to a range of clients from a variety of sectors. We’ve massively expanded our products and services over the last 40 years and when I’m explaining what we can do to clients, I feel really proud of what we’ve achieved.”

Ruddocks’ Creative Director Ian Cant, said: “Tony’s wealth of knowledge is such an asset for us and his technical know-how really comes in handy when he’s explaining the processes to our customers.

“He’s an inspiration to our existing staff as well as new members joining the team.”

Two of the newest additions include graphic designers Amy Sellers (24) and James Smart (26) both from Lincoln.

Amy graduated from the University of Lincoln in 2013 and went on to work for the university as a graphic designer for two years. Having been part of the team that delivered the recent rebrand for British Steel, Amy is now looking forward to working on the rebrand of brewer Tom Woods.

Meanwhile James, who previously worked at another local design and print company, is currently creating the illustrations for a children’s book.

James, who gained his graphic design degree from Sheffield Hallam University, has been aware of Ruddocks for a number of years.

“Locally they have a great reputation for quality and customer service and when I saw the opportunity come up to join a growing and ambitious business, I couldn’t pass it up,” he said.

Ian concluded: “With the addition of Amy and James our nine-strong design team is going from strength to strength. They were both involved in the recent British Steel rebrand and I’m excited about their input into our future projects.”

**Ends**

**Notes to Editors**

* [Ruddocks](http://www.ruddocksdesign.co.uk) is a full-service design and print agency based in Lincoln.
* Ruddocks is an established family run business with a history in Lincoln dating back to 1884.
* The agency has worked for local clients including Lincoln Cathedral and the University of Lincoln as well as national names such as Macdonald’s Hotels and Resorts, England Golf and NHS England.
* As well as an experienced and talented team of designers, Ruddocks has an in-house print and production facility, including litho, digital and large format equipment.
* For more information about Ruddocks please visit [www.ruddocksdesign.co.uk](http://www.ruddocksdesign.co.uk)

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