

# eppm

European Plastic Product Manufacturer

# PRINT2010

MARKETING COMMUNICATIONS PLANNER

Marketing for the 21st century

One Company, One Focus

**eppm**

European Plastic Product Manufacturer

**mep**

Middle Eastern Plastics

المنتجات البلاستيكية  
المتوسطة الشرقية

**British  
Plastics  
& Rubber**



**Interplas**

The International Forum for the British Plastics Industry

# about EPPM

The main topic of conversation throughout 2009 was undoubtedly been the economy, whether at work or at home, it preoccupied everyone's thoughts. And for good reason. The last 18 months have been tough for most people, no where more so than in manufacturing industries. Real people have lost real jobs, and real companies have ceased trading, gone into administration or shrunk dramatically.

2010 marks the twelfth year in print for EPPM, and we're all hoping that it is a better 12 months than the last one. Despite the setbacks across the industry, we're still here, and by virtue of the fact you're reading this media kit, you're still here too! Which means that you're still looking to promote your goods and services to the right people, in the right way, at the right price, and EPPM is still here to facilitate that and help you maximise your opportunities in the coming year.

Far from battering down the hatches and waiting for the economic tempest to subside, we've been busy developing our offerings to the industry. Perhaps most importantly the team behind EPPM, MEP and BP&R will now be organising Interplas 2011 — so we truly are a one-stop-shop for all your communications and marketing needs.

James Woodcock  
Editor

# mission statement

To provide a portfolio of targeted and efficient marketing solutions that are tailored to give our advertising clients the definitive platform to promote their goods and services across the full compass of technologies for the design and manufacture of plastic products.

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# editorial programme

## General News Items

Each issue contains scores of general new product and service announcements. Each general announcement consists of 150–200 words of text, accompanying artwork, and full contact details. Press releases on any relevant subject will be considered in each issue.

## Spotlights

There are up to two spotlights per issue, each focusing on specific areas of interest to plastic product manufacturers, and consisting of 250–300 words of copy, larger format pictures. See page three for details of which topics are covered and when.

## Buyers' Guides

This section provides definitive listings of relevant suppliers, provided with contact telephone and website details. Buyers' Guides are published so that purchasers can access all relevant suppliers for a particular product or service, see exactly where providers' specialities lie, and easily contact the relevant sales department. The editorial calendar on page three shows when each topic will be covered in 2010.

## Issue Special Focus

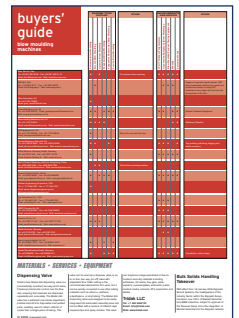
This is the headline focus of the issue, and will run on various pages throughout the magazine. All special focus information will be published on an orange background with an "Issue Special Focus" flash. There will be a maximum of one special focus item per page ensuring great exposure.

## Customer Review Section

EPPM will publish a customer review section in each issue focusing on a particular area of interest. Suppliers will be asked to locate customers that will provide a third party review, and this customer will then be asked to provide star ratings on certain aspects of the relevant product and service.

## Show Previews

EPPM will publish show previews in 2010 highlighting the products and services that will be exhibited. Each show guide provides detailed hall layouts and allows readers to plan their trip, and ensures that they are fully informed about the products that will be on show. Of particular importance this year will be the K-Show in Düsseldorf, which will be covered extensively in EPPM's print and web offerings, including five preview issues.



# 2010 editorial calendar

|                            | Jan/Feb (12/1)               | March (12/2)                              | April (12/3)                                 | May (12/4)                      | June (12/5)                        | Jul/Aug (12/6)                      | Sept (12/7)                    | October (12/8)                    | Nov/Dec (12/9)              |                            |
|----------------------------|------------------------------|---|--|---------------------------------|------------------------------------|-------------------------------------|--------------------------------|-----------------------------------|-----------------------------|----------------------------|
| <b>Close Dates</b>         | <b>22 January</b>            | <b>19 February</b>                        | <b>19 March</b>                              | <b>23 April</b>                 | <b>14 May</b>                      | <b>9 July</b>                       | <b>20 August</b>               | <b>24 September</b>               | <b>12 November</b>          | <b>Close Dates</b>         |
| <b>Issue Special Focus</b> | Materials Handling           | Injection Moulding                        | Packaging                                    | Micro Moulding                  | Recycling                          | Automation and Robotics             | Extrusion                      | Mixing and Blending               | Additives and Compounding   | <b>Issue Special Focus</b> |
| <b>Spotlights</b>          | Extrusion Machines           | Temperature Control                       | Film Blowing Machines                        | Materials Handling              | Film Cast Machines and Ancillaries | Recycling Equipment                 | Blow Moulding                  | Robotics                          | Materials Dryers            | <b>Spotlights</b>          |
|                            | Thermoforming                | Mixing and Metering                       | Lab Testing Equipment                        | TPEs                            | Injection Moulding                 | Compounding & Masterbatch Equipment | Hot Runners                    | Pipe Extruders and Ancillaries    | Printing and Decorating     |                            |
| <b>Buyers' Guides</b>      | Welding Equipment            | Used Machinery                            | Printing and Decorating                      | Extrusion                       | Blow Moulding Machines             | Polyolefins                         | Parts Handling                 | TPEs                              | Masterbatch Supply          | <b>Buyers' Guides</b>      |
|                            | Grinders and Granulators     | Recycling                                 | Injection Moulding                           | Additives, Colourants & Fillers | Thermoforming                      | Materials Handling                  | Testing Equipment              | Temperature Control               | Extrusion Machines          |                            |
| <b>Customer Reviews</b>    | Printing and Decorating      | Grinders and Granulators                  | Materials Handling                           | Materials Suppliers             | Extrusion                          | Injection Moulding                  | Materials Dryers               | Hot Runners                       | Mould and Tool Making       | <b>Customer Reviews</b>    |
| <b>BONUS EXPOSURE</b>      | EnviroPlus 19-17/03 Brussels | Performance Enslavers & Polymers 27-28/04 | Blowing Agents & Foaming Processes 18-20 May | Plastipol 25-28/05 Goals Issue  | K Show 27/10 - 03/11 Preview 1     | K Show 27/10 - 03/11 Preview 2      | K Show 27/10 - 03/11 Preview 3 | K Show 27/10 - 03/11 Onsite Issue | K Show 27/10 - 03/11 Review | <b>BONUS EXPOSURE</b>      |

## Show Special Coverage

**Preview 1:** The Injection Moulders Guide to K — bringing together the most important product, company and show news for injection moulders; from machines, hot runners, mould making, metrology, parts handling... and more.

**Preview 2:** The Extruders Guide to K — focusing on the technologies available at the show for pipe and profile extruders, including; machines, dies, temperature control systems and materials.

**Preview 3:** The Materials Guide — materials are the cornerstone of every plastic product manufacturers business, whether they're looking for the cheapest bulk polymer, the highest quality engineering material, or the company that offers them the whole package this previews will let them know what to see at the show.

**Onsite:** The onsite issue will cover ancillaries and thermoforming, including all ancillary equipment along with thin- and thick-gauge thermoforming machinery, moulds, heater bands, and vacuum systems.

**Review:** An overview of some of the main product and company news from the show — open to all exhibitors.



### INJECTION MOULDING

- Featuring:
- machines
  - hot runners
  - mould making
  - metrology
  - parts handling



### EXTRUSION

- Featuring:
- pipe
  - profile
  - machines
  - dies
  - temp control
  - materials



### MATERIALS

- Featuring:
- polymers
  - additives
  - masterbatch
  - colorants



### ANCILLARIES and THERMOFORMING

- Featuring:
- mixing
  - metering
  - grinding
  - granulation
  - temp control
  - testing equip
  - robotics



### REVIEW

Open to all exhibitors, the review

# interplas



As part of Plastic Multimedia Communications (PMC) Ltd's continual investment in the plastics industry, we have teamed up with the owners of the Interplas exhibition to bring you a revitalised and exceptionally well supported showcase for your products and services.



PMC is well known in the sector and has long-established relationships with the key associations and some of the best known industry editors. Parent company Rapid News also specialises in B2B events and publications. The group has over 18 years experience in organising successful tradeshows and conferences such as TCT Live and MM Live, a 6,000 sq.m market leading event for compressing the product design cycle and product miniaturisation. Rapid News is also a leading internet and web communication expert, with databases of in excess of 170,000 OEMs worldwide.



Our decision to take on Interplas didn't come lightly; extensive market research was conducted, numbers were crunched and souls were searched. The outcome was that Interplas needed a shot in the arm to bring it once again to the forefront of the plastics industry in the UK and Europe.



# partner organisations

## INDUSTRY BODIES, TRADE ASSOCIATIONS & SOCIETIES



## MAGAZINES, FORUMS AND INFORMATIVE WEBSITES



## PARTNER EVENTS, EXHIBITIONS AND CONFERENCES

EPPM, BP&R and MEP magazines will be on-site/distributed at the following shows throughout 2010.



# circulation analysis

European Plastic Product Manufacturer (EPPM) magazine is a marketing tool written specifically for buyers and professionals with purchasing authority throughout the plastic product manufacturing industry.

For those with purchasing authority, EPPM is now the number one essential resource that guarantees your company's products and services are included in the tendering process. For busy production and R&D managers, EPPM is the quick reference guide that brings them up to speed regarding new processing technologies, ingredients, and services.

The publishers of EPPM have invested heavily in ensuring that the magazine reaches precisely the professionals who can make or influence purchasing decisions, and have created a unique and ever growing database of individuals responsible for capital equipment purchasing, manufacturing/production, and processing procedures.

EPPM takes suppliers of manufacturing and processing equipment, services and materials directly to the buyers. The goal of the magazine is simple — to deliver your latest product news to the desks of users and buyers throughout the year. From 2008–2009 subscriptions to EPPM have fallen by almost 15%, due almost entirely to the global economic recession, and the subsequent company mergers and administrations.

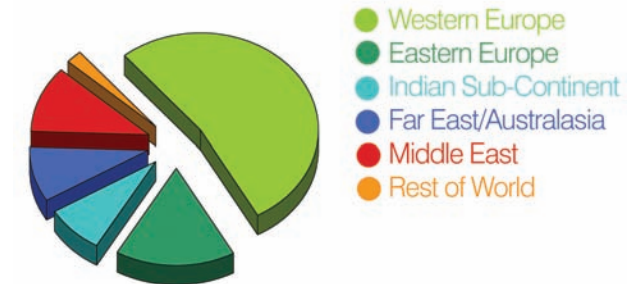
9,330 paper copies and 4478 digital copies of the magazine are distributed to subscribers.\* All subscribers can choose to receive the magazine as either a print or digital issue. In addition we have selected a proportion of our on-line account holders from across the world who now also receive EPPM magazine.

\* Based on analysis of circulation — October 2009

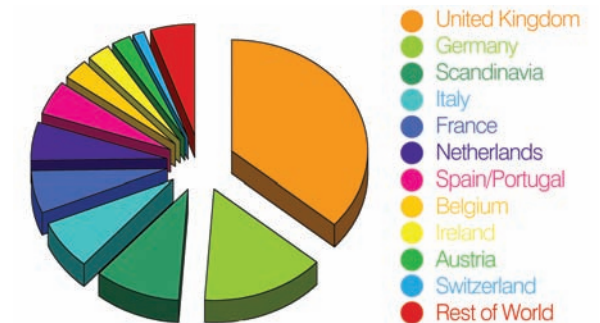
Subscribers to EPPM in the Middle East now also receive Middle Eastern Plastics magazine, the new sister magazine and website to EPPM. Further details are available from James Woodcock or Scott Colman on +44 1829 770037.

Our continued use of the printless publishing technology allows distribution of the ever more popular digital format EPPM magazine to a far greater audience than our European subscribers. In addition to the 13,808 magazine subscribers, as a free service to advertisers, EPPM is also distributed to a further selected number of EPPM on-line account holders. The total print and digital distribution is detailed below. *(For a portfolio of other electronic products please see the section concerning on-line marketing on the following pages.)*

## EPPM SUBSCRIBERS AND ONLINE ACCOUNT HOLDERS BY REGION



## EPPM SUBSCRIBERS BY COUNTRY/REGION



### EPPM Magazine Subscription Totals\*

|                  |               |
|------------------|---------------|
| United Kingdom   | 5,002         |
| Germany          | 2,033         |
| Scandinavia      | 1,419         |
| Italy            | 991           |
| France           | 849           |
| Netherlands      | 758           |
| Spain / Portugal | 714           |
| Belgium          | 401           |
| Ireland          | 383           |
| Austria          | 309           |
| Switzerland      | 215           |
| Rest of Europe   | 714           |
| <b>TOTAL:</b>    | <b>13,808</b> |

\* Based on analysis of circulation — October '09

### Main Job Functions of Subscribers:

|                             |      |
|-----------------------------|------|
| Technical Management        | 3712 |
| General / Corporate M'tment | 3007 |
| Plant Equip / Mat Purchase  | 1991 |
| New Product Development     | 1810 |
| Manufacturing Management    | 1209 |
| Production Management       | 917  |
| Plastic Engineering         | 380  |
| Design Engineering          | 213  |
| Quality Assurance           | 196  |
| Other                       | 373  |

### In-house Processes Used (Multiple):

|                       |      |
|-----------------------|------|
| Injection Moulding    | 5431 |
| Assembly              | 4614 |
| Painting & Decorating | 3998 |
| Extrusion             | 3511 |
| Mould & Tool Making   | 1983 |
| Compounding           | 1410 |
| Thermoforming         | 974  |
| Blow Moulding         | 891  |
| Foam Processing       | 412  |

### Primary Industry Served (Multiple):

|                             |      |
|-----------------------------|------|
| Packaging                   | 4010 |
| Building                    | 1800 |
| Medical & Pharmaceutical    | 2772 |
| Automotive & transportation | 1438 |
| Furniture & housewares      | 2012 |
| Toys, sport, leisure        | 1669 |
| Agricultural Products       | 472  |

### Number of Employees at Subscribers Site:

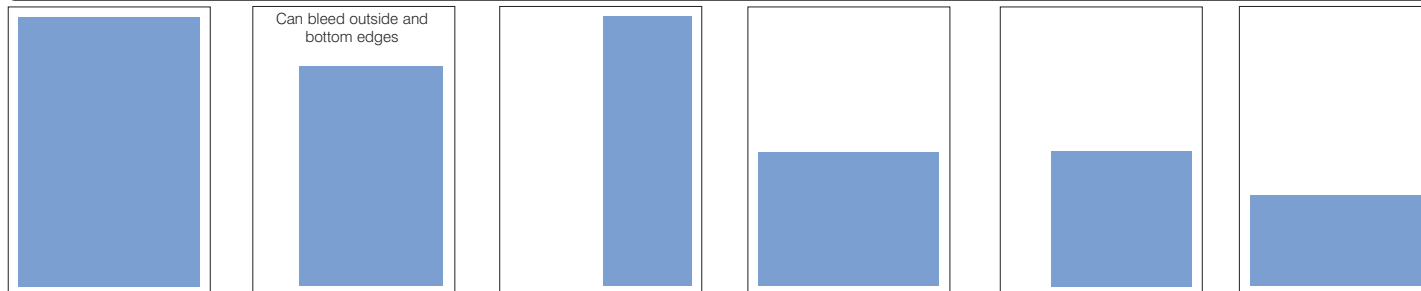
|               |     |
|---------------|-----|
| Fewer than 10 | 5%  |
| 10–30         | 20% |
| 31–50         | 26% |
| 51–100        | 25% |
| 101+          | 24% |

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Email: [tracey@rapidnews.com](mailto:tracey@rapidnews.com)

# print rates & data

| BLACK & WHITE ADVERTISING RATES EURO |   | 1X    | 3X    | 6X    | 8X    |
|--------------------------------------|---|-------|-------|-------|-------|
| FULL PAGE (A3)                       | € | 3,850 | 3,650 | 3,450 | 3,250 |
| JUNIOR PAGE (A4)                     | € | 3,150 | 2,950 | 2,800 | 2,650 |
| HALF PAGE                            | € | 2,050 | 1,950 | 1,850 | 1,700 |
| 1/3 PAGE                             | € | 1,550 | 1,450 | 1,400 | 1,320 |
| 1/4 PAGE                             | € | 1,050 | 999   | 950   | 900   |
| 1/8 PAGE                             | € | 740   | 700   | 650   | 620   |
| FULL COLOUR (CMYK)                   |   | €     | 975   |       |       |
| SPOT COLOUR (ONE PROCESS)            |   | €     | 530   |       |       |
| SPECIAL POSITIONS, INCLUDING COVERS  |   | €     | 480   |       |       |

| BLACK & WHITE ADVERTISING RATES STERLING |   | 1X    | 3X    | 6X    | 9X    |
|--|---|-------|-------|-------|-------|
| FULL PAGE (A3)                           | £ | 2,350 | 2,230 | 2,120 | 1,995 |
| JUNIOR PAGE (A4)                         | £ | 1,950 | 1,850 | 1,760 | 1,650 |
| HALF PAGE                                | £ | 1,250 | 1,190 | 1,130 | 1,050 |
| 1/3 PAGE                                 | £ | 950   | 900   | 860   | 805   |
| 1/4 PAGE                                 | £ | 650   | 620   | 590   | 550   |
| 1/8 PAGE                                 | £ | 450   | 430   | 400   | 380   |
| FULL COLOUR (CMYK)                       |   | £     | 595   |       |       |
| SPOT COLOUR (ONE PROCESS)                |   | £     | 325   |       |       |
| SPECIAL POSITIONS, INCLUDING COVERS      |   | £     | 295   |       |       |



Full Page  
277 mm x 395 mm

Can bleed outside and bottom edges

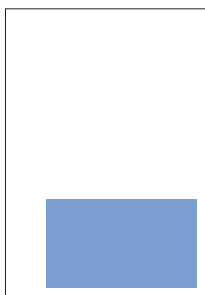
Jnr Page / A4  
210 mm x 297mm

1/2 Page Vertical  
137 mm x 395 mm

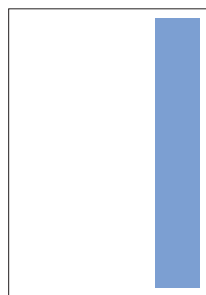
1/2 Page Horizontal  
277 mm x 192 mm

1/3 Page Square  
207 mm x 192 mm

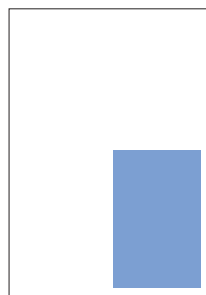
1/3 Page Strip  
277 mm x 125 mm



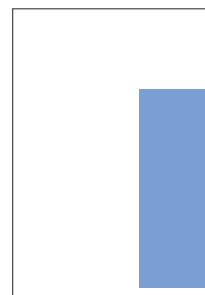
1/4 Page Horizontal  
192 mm x 137 mm



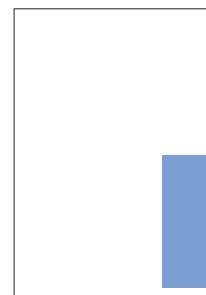
1/4 Page Column  
66 mm x 395 mm



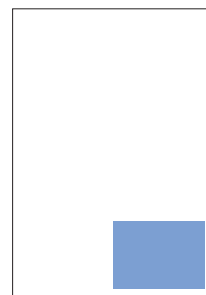
1/4 Page Regular  
137 mm x 192 mm



1/4 Page Vertical  
91 mm x 285 mm



1/8 Page Vertical  
91 mm x 137 mm



1/8 Page Horizontal  
137 mm x 91 mm

All measurements are width x depth. EPPM is A3, trim 297 mm x 420 mm, bleed page of 302 mm x 430 mm. We only accept digital artwork (Apple Mac format preferred). This consists of PDF, EPS, Tiff and JPEG files. A hard copy MUST be provided for proofing. All Quark documents must include all fonts, eps, and tiff files etc. When including illustrator files, please ensure fonts are outlined and all imported images are supplied as back up. Any queries call the Sam Blundell on +44 (0)1829 770037.

## list rentals

### E-LIST RENTALS

EPPM will construct a bespoke HTML email under your instruction to send to our subscribers on your behalf. This option is available subject to schedule and sight of proposed content.  
£1100/€1595 per HTML plus £200/€290 email production



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email to [scott@rapidnews.com](mailto:scott@rapidnews.com)

For North American sales contact  
Clive Bullard on:  
Tel: +1 845 231 0846  
email to [cbullards@cs.com](mailto:cbullards@cs.com)

Whatever you call it, online marketing, digital advertising or e-communications there can be little doubt that web and email advertising now plays a major part in any organisation's marketing campaign. At EPPM we have devised a complete range of online products networked to the EPPM Magazine database to help your organisation communicate with our highly targeted audience.

## homepage

### BANNERS & LOGOS

The homepage banner runs at the top of the EPPM homepage underneath the main menu bar. The homepage logos run on the left hand side of the page. Logos work on a rotational basis so they will appear at the top, middle and bottom of the page at random.

Both options offer direct links to any specified page on the clients website. A weekly statistics email is generated identifying how many views the banner/logo has had and how many click throughs have been actioned.



## run of site

### BANNERS & LOGOS

Run of site banners & logos work on rotation across all pages on the site excluding the home page. The banner appears on the top of each page underneath the main menu bar, logos run on the left hand side of the page. The position of the logo works on a rotational basis so it will appear at the top, middle and bottom of the page at random.

Both options offer direct links to any specified page on the clients website. A weekly statistics email is generated identifying how many views the banner/logo has had and how many click throughs have been actioned.

## select

Emailed directly to over 65,000 subscribers on a weekly basis the EPPM Select Newsletter contains up to date PR, news and announcements. A placement in this newsletter includes text, image and web links. Each article is hosted on the website and in the newsletter. The number of times a story is clicked on and read are recorded for full transparency and a statistics report is sent a few days after transmission.

### SPECIAL FEATURE

The Special Feature box on EPPM Select is ideal for anyone looking to get extra impact with their story. It offers a direct link to your website and features an increased space for text and a larger image.

### SELECT BANNER

The Select banner appears underneath the main menu bar and the above the news articles. It is an idea way to drive traffic to your website and maximise leads. Banners are booked at a minimum of 4 weeks up to a maximum of 12 months. Click through amounts are recorded and sent to you via email.

### FEATURED CONTENT

New for 2010 the featured content section of Select can host brochures, papers, case studies etc. Linked in with the resource centre content these features bring a new avenue to share your contributions to the industry. Easy to access and download for all subscribers, it is also full reportable on a weekly or monthly basis.

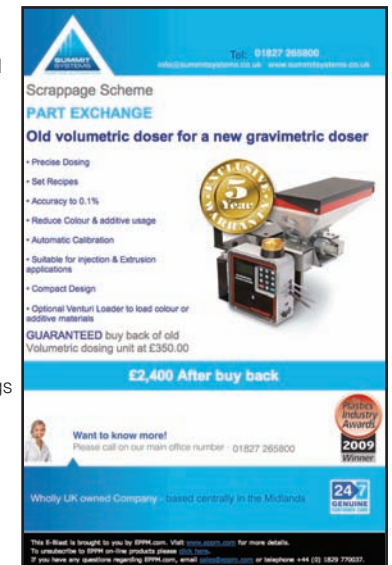


## custom-built email blasts

With an expert design team and a wealth of industry experience EPPM can provide you with the ultimate hassle-free direct marketing tool.

We can design and produce a custom-built email, under your guidance, for you to send out to our ever-expanding circulation database. Prices are based on per thousand rates and timings are subject to existing traffic levels.

Alternatively if you already have HTML code that you would like to transmit you can simply provide us with the details and we can load it to our system and send out.



## online directory

### BANNERS & LOGOS

The Online Directory is the central hub of the EPPM website. All aspects of the site content including news and articles are linked to the records held in this system. If you have an entry in this directory your record contains full company details, direct links through to your sales email and website. You can also specify which areas your company specialises in for more accurate searches.

There is also the option to upgrade your entry, which gives you the ability to add your logo, product images, detailed information and multiple language options.

This upgrade is particularly useful for those companies wishing to not only increase their Google rating but also have a professional and concise presentation of their business on an increasingly busy website. Upgraded companies are also elevated to the top of search rankings.



# print artwork spec

We accept only digital artwork (Apple Mac format preferred). This can consist of pdf, eps, tiff or jpeg files.

A hard copy or low resolution PDF file MUST be provided for proofing.

All Quark documents must include all fonts, eps and tiff image files etc. When submitting PDF files please ENSURE that you embed the fonts before creating the file (this setting is usually found in your preference settings).

For any artwork queries please telephone +44 (0) 1829 770037 and please mark all artwork and disks for the attention of EPPM Production Dept. with the advertiser, volume and issue and any special instructions clearly highlighted. Email any files to [production@rapidnews.com](mailto:production@rapidnews.com) or request our FTP instructions.

# web artwork spec

Dependent on the options booked, contact your account manager for details.

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# terms & conditions

1. Advertisers and advertising agencies will agree to indemnify and hold harmless The Publisher from any claim arising out of the publication of any material or advertisement submitted to The Publisher by the advertiser and published in European Plastic Product Manufacturer (EPPM) or EPPM Digital or in any of its associated products, whether delivered on paper or in electronic form.
2. The Publisher has the right to reject any advertising material submitted for publication in EPPM and EPPM Digital. The Publisher has the right to insert the word 'Advertisement' alongside any copy/advertisement scheduled to appear in the publication.
3. Advertisements booked to appear in EPPM and EPPM Digital may only be cancelled by the submission in writing of a cancellation note 30 days prior to the issue reservation closing date. It is the advertiser's responsibility to gain acknowledgement of receipt for confirmation of cancellation in writing.
4. The Publisher will not be held responsible for any costs or damages beyond the agreed costs of the advertisement where such cost has been prepaid by the advertiser or where production quality of such advertisement is below standard.
5. All fees payable for advertising are due within 30 days from publication date. Where advertising is booked by an agent or by an advertising agency, the client on behalf of whom the agent placed the advertisement will become liable for any outstanding payments in the event of their agency's payment default.
6. The positioning of an advertisement is at the discretion of The Publisher except when an advertiser has paid the preferred position charge and the availability of this position has been confirmed in writing by The Publisher.
7. The advertiser shall lose the right to any compensation for any deficiency of whatever nature in the publisher's service in respect of any edition unless the advertiser notifies the publisher in writing within 30 days of publication of that edition setting out the deficiency. This clause applies retrospectively to all past editions and the advertiser explicitly accepts its retrospective effect.
8. This contract shall be governed by the laws of England and Wales, the courts of which shall be the proper forum for any action commenced either by The Publisher or by the advertiser.
9. The Publisher is not responsible for errors in the publication of reader service numbers or entry in the advertisers index listing.
10. The Publisher will not return any materials submitted for publication in EPPM or EPPM Digital or its associated properties, unless prior agreement is issued in writing by The Publisher. The Publisher has the right to destroy any materials submitted for publication in EPPM or EPPM Digital or its associated properties after six months of receipt.
11. The Terms & Conditions above shall form the entire contract between the parties, and other terms shall only be imported if submitted in writing and agreed by the parties, such agreement to be evidenced, on behalf of The Publisher, by the signature of a competent director. The latest terms and conditions can be viewed in full at [www.eppm.com](http://www.eppm.com)

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