



COLLABORATION: Peter Milton (Bournemouth University); James Best (TCS Consultant); Peter Roxburgh (TCS Associate); Mike Borowski (Wessex Chemical Factors); Dr Malcolm Lown(WCF Technical Manager); Mike Molesworth (Bournemouth University)

Media school and firm joining forces

Bournemouth University's Media School is embarking on a joint project to boost the marketing expertise at Verwood-based Wessex Chemical Factors.

The collaboration under the government sponsored TCS (now KTP) expertise transfer programme will allow Wessex to capitalise on its science capabilities through a transfer of marketing expertise. Bournemouth University will inject its know-how in market research, database marketing, marketing communication and e-marketing into Wessex to help the company develop a full database driven marketing strategy.

The project is one of only two within the KTP directive in Dorset approved last year to involve the transfer of marketing expertise. It places recent graduate Peter Roxburgh with Wessex over the next two years.

Mr Roxburgh earned his BSc in Management from the London School of Economics before obtaining an MSc in International Marketing at Strathclyde University.

Wessex specialises in finding innovative solutions to problems for companies and other organisations, from a non-corrosive ultrasonic cleaner for aerospace alloys and aluminium, to a product for boat valeting services which has teak decks looking almost new.

Head of the Media School, Roger Laughton, said: "Knowledge transfer is at the heart of what we do and this is an important collaboration which will benefit both of us as KTP programmes are a proven success, bringing together the university and local industry."

Wessex M.D Mike Borowski said: " We have seen this KTP programme with Bournemouth University is exactly what we need to grow faster."