



New Appointment – Business Manager

David Watson

The board of Digital People (UK) Ltd, are pleased to announce the appointment of David Watson, to the position of Business Manager in the north of the UK.

David is joining from Punch Graphix where he was responsible for sales and account management for the north of the UK and Ireland. Based in Lancashire, David's key focus will be working closely with clients to develop best-in-class digital press solutions and to grow profitability.

David gained extensive industry knowledge with Kodak Versamark, being responsible for developing solutions within the direct mail, data centre & trans-promo markets.

Previously, David was Sales Director for Scitex Vision (now an HP business) and responsible for the UK, Ireland and Scandinavian direct and reseller business units. Scitex Vision was a market leader in wide and super-wide format printers for signage and industrial applications, such as billboards, banners, street advertising and packaging.

David joined the industry during the 1980's and trained as a Lithographer before later moving into a client facing / account management role with Heidelberg UK.

Jerry Widdowson, Chairman, Digital People said, "Having known David from both Punch Graphix and Scitex Vision, it was clear he would add significant experience to the business and help focus the northern business strategy. David's understanding of the digital marketplace is first class having worked with all the digital formats, the directors feel his appointment will strengthen our business".

ABOUT DIGITAL PEOPLE (UK) LTD

Digital People is headquartered in Chessington Surrey, the company was founded by Jerry Widdowson. Jerry has been involved in supplying solutions to the Printing Industry for over twenty years.

In early 2001 we purchased our first Digital Printing Press & set up our first printing company, the reasoning behind this was to learn how to install, operate and manage a Digital Press. We then purchased another Digital Press from another manufacturer ensuring we started to develop an understanding of the different technologies and different formats. We continued to invest heavily in hardware and software on an intensive learning curve to ensure our customers could get the best possible advice when making the decision to compliment their Litho setup with Digital.



Once our Digital Printing company was running and we had mastered producing consistently good results we set about bringing down our costs. Having set up a Digital Printing company ourselves we have the experience to help any company moving into the digital arena, we have subsequently sold off the printing company and are all the better for the knowledge gained from it helping our clients make informed choices.

Digital People now focuses on the supply and maintenance of digital printing solutions, these solutions encompass HP Indigo digital presses, software platforms licensed from leading vendors, We also supply HP consumables and professional services including maintenance contracts using our own HP trained engineers.

In 2003 Jerry was joined by Tony Longhurst as FD, Tony has successfully managed all financials and growth within a number of print industry companies.

In 2005 Chris Blanchard joined Digital People in order to aid the company manage the positive growth provided by the official HP Distributor & Master Reseller status. Chris's skills split into two main areas; firstly his experience in business development and senior management gained by successfully starting a technology business all the way to a full LSE listing and secondly his experience Web based applications will help the company develop a strategy for Web to Print (W2P) solutions that will undoubtedly drive the sales for digital presses.

In 2008 Bill Holmes was appointed as Managing Director with Jerry moving to Chairman. Bill joined the industry in the 1970's and has progressed through various stages, starting first in equipment sales, then after which he set up his own printing company with production facilities in London. Bill was one of the original members of the UK Indigo team (prior to the acquisition by HP) and was instrumental in developing the UK Business. Bill joined Digital People from HP where he was responsible for sales and account management within the Indigo Division of HP working with clients to develop best-in-class digital press solutions and to grow profitability whilst expanding new markets.

For more information, please contact:

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