



Press Release

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BITA appoints new PR agency to boost UK industrial truck profile

BITA, the British Industrial Truck Association, has appointed a new communications agency, Razor, with a brief to raise and enhance BITA's profile across the board.

Razor's remit will include a wide variety of activities, including:

- spring-cleaning BITA's corporate look and feel
- enhancing marketing of BITA publications to increase visibility and increase sales
- overhauling BITA's website to improve search-engine visibility, ease of use and introduce an online purchase option for BITA publications
- facilitating professional presentations at BITA's AGM
- creating a newsletter for BITA members
- promoting the fork-lift truck sector as a desirable career choice for young people
- spotlighting fork-lift trucks' contribution to the UK economy through a focused media campaign

BITA (www.bita.org.uk) is a substantial and dynamic trade organisation, promoting the interests of UK fork-lift truck manufacturers, suppliers and service providers -- an industry with a combined turnover of £1.3billion.

Through its activities and publications, BITA plays an active role in the promotion of health and safety in the UK materials handling industry. BITA represents its members to UK government bodies, including the Health & Safety Executive and the Department of Trade and Industry, and is the established point of reference for best practice in the use of fork-lift trucks.



In partnership with the Fork Lift Truck Association and the Health & Safety Executive, BITA has been the driving force behind Thorough Examination, a quality-assured framework for regular fork-lift truck safety inspections.

BITA is also a partner in IHMX, the UK's only comprehensive event for the handling and storage industry, which takes place between 13 and 16 March at the Birmingham NEC.

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Notes to editors:

Razor (www.razor-pr.com) is a public relations and issues-management consultancy based near Bicester, Oxfordshire, which has developed a strong reputation in the supply chain and materials handling industries. In addition to corporate communications, media relations and internal communications programmes, Razor runs communications training courses, and provides crisis preparedness, issues management and crisis handling consultancy.