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America II expands facility, headcount, and services

HITCHIN 21 June 2005 – Five years after opening for business, America II Europe has relocated its operations from Stevenage to Hitchin. The new facility lends America II five times the space of its former facility to accommodate a rising headcount and expanding logistics services.

America II will continue offering its standard logistics services including receiving, inspection, storage, shipping, and first-level value-added services from the new facility. But it will enhance its service to the European customer base by adding the ability to administer paletised shipments and consignments and increasing its stock holding.

The new space will also allow America II to stay on target with its growth plan, which calls for the positioning of strategic account managers in key European markets and the corresponding expansion of support staff. To date, this growth plan has resulted in a five-fold personnel increase for the company, including the recent creation of a Supply Chain Manager position and the appointments of Alan Bird and Steve Langford to this post. Reporting to America II's Director of Strategic Sales, Bird (most recently of Dionics, Plc.) and Langford (most recently of Raytheon Systems, Ltd.) are tasked with developing partnerships to strengthen America II's stock position.

Since its inception in 2002, America II's Strategic Sales Programme has grown through such appointments and the development of localised representation. Between 2003 and 2004, America II partnered with Data Components Ltd. in Israel and Acsel Electronics in Italy and recruited several members to its Strategic Account Manager team. The most recent addition to this team occurred in April with the appointment of Norbert Leistner (most recently of Eurodis Electronics GmbH) to complement the work of America II Europe GmbH, America II's Central European operation.

"That we have been able to show consistent growth in recent years demonstrates how well the America II model has become accepted in the European marketplace," remarked America II Europe Managing Director Andy Groom. "Our new facility will enable us to accommodate the increase in headcount we envisage in order to develop still further some important geographies," he added.