

## EVENT PROGRAMME

- 8.30am – 9.00am **Guest arrival and Breakfast**
- 9.00am – 9.15am **Welcome Address**  
Mayor, Councillor  
Robert Adair
- 9.15am – 9.30am **Ards and North Down  
Means Business**  
  
Susie McCullough,  
Director of Regeneration,  
Development & Planning
- 9.30am – 9.45am **The IGNITE Programme  
Launch**  
Clare McGill, Head of  
Economic Development
- 9.45am – 10.15am **Ahead of the Game**  
Mr Philip Steele,  
Denman International
- 10.15am – 10.30am **Q & A**
- 10.30am **Close**
- 10.30am – 11.00am Tea/Coffee  
Networking in Atrium

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### The event is free and includes a complimentary continental breakfast

To register for the event choose from one of the following:

- 1 register online at [www.signalni.com/events.aspx](http://www.signalni.com/events.aspx)
- 2 contact: Susan Mackie or Karen Lennie  
Email: [signaladmin@ardsandnorthdown.gov.uk](mailto:signaladmin@ardsandnorthdown.gov.uk)  
Tel: 028 9147 3788

The Flagship Business Breakfast is a key event in the business calendar providing opportunities for you to learn something new, entertain your clients and network.

**Please remember, as places are strictly limited, early registration is advised.**

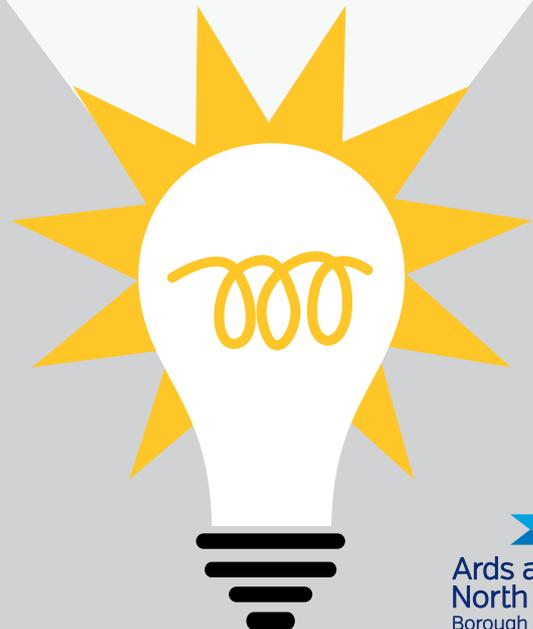
Cancellations must be received 48 hours in advance, otherwise an £8.00 administrative fee will be incurred.

## BUSINESS BREAKFAST & 2017-2018 PROGRAMME LAUNCH

# “Ahead of the Game” with Philip Steele Managing Director, Denman International

Friday 15 September 2017  
8.30 am – 10.30 am

Signal Centre, 2 Innotec Drive,  
Balloo Road, Bangor, BT19 7PD



## Flagship – Ignite Programme Launch

THE MANE ATTRACTION – AHEAD OF THE GAME

**Friday 15 September 2017 8.30am–10.30am**

**Venue: Signal Centre, Balloo Road, Bangor**

**Cost: Free**



Denman International Limited is located in Bangor, employing 180 people, and exporting to 60 countries.

Best known for its internationally renowned Denman brand of hair styling products, the company will be celebrating the 80th anniversary of Denman in 2018.

Philip has been with Denman for over 25 years, including a year spent working at the company's US subsidiary in Boston and two years in Japan learning the language and working with Torico Industries, Denman's Japanese distributor. He has worked in several commercial roles prior to becoming Managing Director in 2013.

Denman International Ltd is part of the Denroy Group of Companies established in 1972 by the Rainey family and operates sales offices in England, The Netherlands and South Africa and has a wholly owned USA subsidiary company Denman Inc. based in Boston.

Speaking after his appointment, Philip said: "It is an honour to take on the role of managing director of Denman from John Rainey, who has so diligently and successfully built the company and brand into what it is today.

"I have been involved with Denman for a long time, and know just how well thought of the company and its products are across the world. My task now is to take the brand and the company forward, to widen our markets and continue to ensure our profitability and quality. I am very proud to be offered the challenge, and indeed privileged to take up the position".

## The Mane Attraction

Denman brushes were the invention of Ulsterman, John Denman Dean (Jack Dean) who patented his first designs in 1938. In 1966, Jack Dean sold his businesses to the Lyndsay & Williams Group which relocated the manufacture of Denman products to one of its Northern Ireland based companies, Ulster Plastics Limited. In 1972, Ulster Plastics Limited was purchased by the Rainey family and the company renamed Denman International Limited. The new company focused on product development and on improving product quality, establishing a strong brand image for Denman and an unrivalled reputation for manufacturing innovative styling tools.

Denman's "X Factor" proved to be an endorsement from hairdressing legend, Vidal Sassoon, who popularised Denman brushes through his revolutionary new blow-drying techniques. The Denman brush is the perfect tool for creating smooth bobs and demand was such that production doubled in six consecutive years requiring a second Denman factory to be built in Northern Ireland.

Today, the maxim "designed by hairdressers for hairdressers" continues to be the driving philosophy with leading professionals involved in the new product development process. Denman products are now used, enjoyed and endorsed by hairdressers in more than 60 countries worldwide confirming Denman as "the hairdressers' hairbrush". Discover the highs and lows of their journey into building their brand as the market leader in the UK.

## The IGNITE Programme

### Signal is delighted to launch the IGNITE Programme 2017-2018.

As always, the programme is built around local business needs and offers a combination of skills and knowledge development, interactive training, shared learning and expert mentoring to help you address the challenges you face in developing your business.

Demand for Signal events is always high, so if you are interested in attending any particular event we suggest you book early!

