



## **BLACKBURN STARLING REACHES NEW HEIGHTS**

Blackburn Starling, a Nottingham based international electrical engineering company, was delighted with the level of interest achieved during the successful launch of their new web site on 14 February 2000, Valentine's Day. To launch the site the company sent a direct mailer to approximately five hundred of their clients inviting them to visit the web site. As an incentive Blackburn Starling ran a competition posing three simple questions, the answers to which could be found on the web site. First prize was a ride in a hot air balloon over Nottinghamshire and an overnight stay in the *heart* of the city.

The lucky winners were Mr Brian Noon of Bestfoods UK Limited and his wife, Mrs Sandra Noon, who were randomly selected by Blackburn Starling's Group Managing Director, Mr Steve Hooton. Mr & Mrs Noon were extremely excited at the prospect of a hot air balloon ride as it was something neither had experienced before.

The web site provides an informative overview of the products and services that Blackburn Starling has to offer as well as up to date news information, interesting articles relevant to the industry and recent press releases. The site also advertises employment opportunities within the company and has a detailed contacts section for anyone requiring additional information.

Blackburn Starling has a trading history that dates back to 1870, and throughout its 130-year existence the company has seen many changes. However, the internet and the era of electronic business has arguably had the biggest impact on the company who are a technologically driven organisation at the forefront of their field. As a user and provider of new technology Blackburn Starling provides engineering solutions and integrated intelligent systems throughout the U.K. and worldwide.

The web site has come at an opportune time for Blackburn Starling who continue to expand into new industry sectors and increase their worldwide export activities. As communication is vital to success and with information technology expanding at a rapid rate, worldwide communications become faster, easier and more efficient. The company is now accessible twenty four hours a day and time difference around the world can be used to the client's advantage.

Blackburn Starling offers comprehensive Motor Control System Solutions to major companies across a wide range of industry sectors and has a wealth of experience in the water, food, brewing, chemical, pharmaceutical and oil and gas industries, both in the UK and overseas.

A full range of products and services is available from the initial design concept to post-delivery support – all from the Nottingham manufacturing facility and

headquarters. The company also has Middle East operations supporting export activities with offices in Abu Dhabi and a further manufacturing facility and offices in Dubai.