

## John Burn Ltd brand to be absorbed by its parent company Ellsworth Adhesives Europe

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John Burn Ltd, specialist distributor of advanced composite materials, has today announced significant changes to its business model.

Effective from October 1<sup>st</sup> John Burn Ltd will cease to trade as a stand-alone entity but will remain fully operational under its parent company Ellsworth Adhesives Ltd.

The John Burn brand name will be phased out and its existing range will be rolled into the Ellsworth Adhesives Ltd portfolio, presented as 'Ellsworth Tooling Solutions'.



Products that will form the 'Ellsworth Tooling Solutions' range.

European Managing Director of the Ellsworth Group, John Henderson explains the impetus behind the pending changes.

"John Burn Ltd is already owned by the Ellsworth Corporation, and has been since our acquisition of the Halifax Group back in 2013. We now feel the time is right for John Burn to become more closely integrated with our parent company in its branding and operations and we are confident the change will be good for business and for our customers."

He continues "Having been in business since 1918, John Burn has earned a solid reputation within the industry and is especially well-known for its customer-focused approach. As it transitions to the Ellsworth brand, we would like to assure our customers that they can expect the same high-quality service as always. In fact, under Ellsworth Adhesives, the team of Sales Representatives will double in size, giving our existing John Burn customers greater local coverage throughout the UK when they require technical support or other assistance."

With the John Burn product line moving across to Ellsworth Adhesives, customers now have access to a wider product portfolio than ever before. Not only can they purchase specialist resin systems, tooling and modelling board as well as other materials from the Ellsworth Tooling Solutions line - they also have the opportunity to discover a brand-new group of industrial materials and equipment from the core Ellsworth range including adhesives, sealants, conformal coatings, dispensing tips, UV curing systems, dispense robots and more.

Visit: www.ellsworthadhesives.co.uk

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