

Nashua appoints new MD

Following the announcement of possible restructuring within the Reunert group and the confirmation that the Nashua group of companies will no longer be consolidated, David Coutinho has been appointed as managing director of Nashua Limited, effective November 2011.

Coutinho has been employed by Nashua for over 25 years. He started off as a technician and has since fulfilled a number of roles, including sales manager for franchises, and most recently, sales director.

He says that he plans to utilise the lessons he has learnt during his employment in his new role and engage with employees at a grassroots level. "Having gained an intimate knowledge of and passion for the Nashua brand during my time with the company, I have realised that a hands on approach reaps the most rewards. Therefore, I intend to lead by example, remain close to the ground and support my team consistently," says Coutinho.

"I want to ensure that there is more collaboration between the three Nashua brands, Nashua Limited, Nashua Communications and Nashua Mobile, which will allow us to cross share ideas, and leverage the established customer relationships that have been built on good service, and a solid, reliable product. The opportunity also exists to leverage savings at an operational level, and drive better synergies through marketing strategies such as branding and sharing of sponsored events. Ultimately, these actions will add bottom line value to Nashua and brand equity," Coutinho concludes.

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