

Buck & Hickman Races Ahead

Buck & Hickman, the leading supplier of tools, maintenance and health and safety products, is using the British Superbike to showcase its range of Roebuck products in a sponsorship deal with Jentin Racing.



Jentin Racing are one of the top privateer teams in the British Superbike Championship with their rider Simon Andrews regularly running in the Top 10 and tipped to be one of the sports up and coming stars.

Simon Armer, Marketing Manager at Buck & Hickman, said: "Roebuck is one of the oldest industrial tools brands in the world but we were looking for a radical and exciting new way to showcase both the quality of the brand and some of the innovative products now in the range. Jentin will be using a wide range of Roebuck hand tools, tool cabinets and consumables and the British Superbike Championship provides a relevant and very high profile opportunity for us to promote the Roebuck brand to a wider audience."

The Roebuck brand is exclusive to Buck & Hickman and offers a comprehensive range of over 23,000 tools, maintenance and health and safety products. Roebuck products are designed specifically for professional users working in demanding industrial environments.

Log on to www.buckandhickman.com or call 08450 510150 for further information. Buck & Hickman is part of The BSS Group plc, a market leading distributor to specialist trades.