

WPP Acquires Warwicks UK
21 July 2000

WPP announces that it has acquired Warwicks, a creative design and publishing company specialising in sales literature and promotion materials.

Warwicks, which was founded as a partnership in 1966 and employs 26 people, will retain its distinctive brand identity and management structure and will join WPP's Branding & Identity, Healthcare and Specialist Communications division.

Clients include Jaguar, Unipart Group Ltd, G E Hydro, Princess Yachts and Druck Holdings plc.

Commenting on the acquisition, John Lowe said, "my co-director Bob Jennings and I are delighted with this partnership. It will provide Warwicks with a springboard to go on to even greater success and cement our existing relationship with members of the WPP group of companies."

The acquisition of Warwicks continues to implement WPP's objective of strengthening its capabilities in specialist communications areas for national and multinational companies.