

Busy Autumn schedule of JKC profile-raising

Since launching its business over a dozen years ago, a continued feature of JKC's sales and marketing strategy has been promoting its services via direct, face to face contact with existing and potential customers across all target markets.

That approach is once again underlined this Autumn with another busy schedule of exhibitions, conferences, seminars and networking events.

After a long and successful track record at Windsor Racecourse, **SALTEX** begins a new era this November at the NEC in Birmingham and JKC will maintain its annual attendance on **Stand J189**.

This year, JKC will focus on the need for customers to keep up to date with the latest invasive plant legislation and reiterate the importance of up to date accreditation and regulatory compliance amongst treatment professionals. Joint MD David Layland is optimistic that the exhibition's change of venue can create brand new business opportunities: "Throughout our long standing association with SALTEX we have increasingly focused not just on promoting different knotweed treatment methods but also the importance of industry regulatory compliance. As the show now enters another era at the NEC, we look forward to informing and educating a whole new audience of potential customers across the public and private sectors."

Less than a week after SALTEX, JKC also moves on to Manchester Central for GreenbuildEXPO, the leading sustainable refurbishment and building event, and the opportunity to take its treatment message directly to the construction industry.