



## PRESS RELEASE



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### New era at 5 Star Cases

Keith Sykes, for 11 years Works Director of the UK's most proactive flightcase manufacturer 5 Star, has purchased the majority shareholding of the company. MD Jim Willis, has retired from the Wisbech based business after a quarter of a century.

Sykes and Willis have worked together for many years, building the company from its small beginnings, when it initially made its mark as a quality guitar and keyboard case manufacturer.

Sykes joined in June 1991 when 5 Star acquired Pro-Tect Cases, an Ipswich based case making operation that he'd managed for some years. The merger with Pro-Tect forged the way ahead for 5 Star's future development, seeing it become a leading European case manufacturer, enjoying steady growth and attaining a market leading position.

Sykes was made a director and shareholder of 5 Star Cases in 1997. "In the 17 years I've have been with the company, it as seen many changes" he says, "The product portfolio has grown steadily due to the varied industries into which 5 Star has expanded. Memorable landmarks include the installation of its first CNC machining system in 1999; moving to larger premises in 2000; the acquisition of Mossman Trunks in 2001 and the celebration of our 25th Anniversary in 2006".

In the immediate future, Jim Willis will continue to support specific key accounts that he has managed, culminating in the strategic handover to a recently re-structured sales team.

Sykes adds, "So, 2008 sees Jim handing over the company to the 'new team', some of which have been with 5 Star for many years. Willis says, "I know they have what it takes to move 5 Star to a new level, and it will be an exciting and interesting phase in the company's development". Sykes adds, "As a company, we have always has been committed to delivering the very highest quality products, innovative designs, services and support, a policy that is set to continue!

"I am extremely proud to be associated with 5 Star and look forward to working with our new team of dedicated individuals. I would also like to thank Jim for his support and input over the last 17 years, and wish him a very happy retirement".

Pictured - Keith Sykes



**For more press info and photos on 5 Star Cases, please call Louise Stickland on +44 (0)1865 202679 or +44 (0)7831 329888 or Email [louise@loosplat.com](mailto:louise@loosplat.com). Contact 5 Star direct on +44 (0)845 5000 555 or check [www.5star-cases.com](http://www.5star-cases.com).**