

# New Managing Director for BSE UK

SHARE

**George Ives has been appointed as managing director at BSE UK following in the footsteps of his father, Dennis Ives, who has been MD of the company for over 15 years and will now take on the role of Chairman.**



Having previously worked as sales director for the business George has over 15 years of industry experience and his expertise has been instrumental to the success of the business over this period. In addition to excellent product knowledge, George has developed strong working relationships with manufacturers to get access to the best products and offers for BSE UK's clients.

Speaking about his new role, George said *“I am delighted to be the new MD of BSE UK. Since I first started at the company in 2007, there have been many changes throughout the industry and as a business, we’ve overcome challenges including recessions, the pandemic and industry-wide material shortages.”*

*“As Managing Director, I intend to continue to grow the business in line with the values that I believe are a core reason behind our success, these include supplying high quality products at the best possible price with excellent lead times whilst building productive relationships with clients and suppliers. I would like to thank Dennis for teaching me everything I know and look forward to leading the future generation of the business.”*

BSE UK is a proudly independent family owned and managed business who have recently celebrated [50 years of success](#). With beginnings in the South West, the business now serves a thriving client base nationally and underwent a rebrand in 2018 to reflect this growth. The company helps clients optimise their space through a range of products including [pallet racking](#), [shelving](#), [mezzanine floors](#) and [partitions](#) which allows businesses to grow without the often prohibitively expensive cost of relocating or expanding. BSE UK’s client base includes operations of all sizes from warehouses and factories to retail centres and car showrooms.

As one of the few SEMA Distributor Group (SDG) members in the UK, BSE is recognised for the quality of its storage equipment and rack safety. BSE UK also undertakes rack inspections across the country and can provide a complete racking service.

If you are interested in maximising the space available in your business premises, contact BSE UK today.

**Contact BSE UK**

<https://www.bse-uk.co.uk/>

[info@bse-uk.co.uk](mailto:info@bse-uk.co.uk)

0117 955 5211