



Publication: Nationalist - Carlow

Date: Tuesday, July 13, 2010

Page: 22

Extract: 1 of 1

Circulation: 14696

Author: CONAL O'BOYLE

Headline: Carlow firm in €100k ad campaign

IT'S YOUR Business



with CONAL O'BOYLE
053 9170100 editor@carlow-nationalist.ie

Carlow firm in €100k ad campaign

KCT Ltd, the Bagenalstown-based member of the **Pallet Network** (TPN), is participating in the network's first nationwide advertising campaign which was launched this month. The €100,000 radio and print campaign is designed to promote TPN and its local members, like KCT Ltd, among trade, industry and consumers as the leaders in delivery of 'palletised' cargo in Ireland. The advertising strap line for the campaign is "TPN that pallet."

Kevin Connolly, managing director of KCT, said: "The objective of this campaign is to build our brand and reputation as the Irish company to work with when it comes to delivering palletised goods in Ireland." Operating from a 5,000 sq ft warehouse on Royal Oak Business Park, KCT Ltd has a fleet of 30 trucks and provides domestic overnight delivery to the 32 counties and 48-hour delivery to the UK, as well as international express deliveries.