

PRESS RELEASE FROM: Houghton UK

Houghton International Announce Launch of First Consultation and Training Academy across Europe

Industrial lubricant manufacturer Houghton International today announced the launch of a new, dedicated consultation and training facility, named the Fluid Intelligence Academy.

Designed to support Houghton's new, European-wide business development department and customer-centric initiative, Fluid Intelligence, the Lancashire-based facility is set to be the first in a series of European rollouts.

With consultation at the core of Houghton's new initiative, the Fluid Intelligence Academy is designed to facilitate consultation sessions between clients and Fluid Intelligence specialists, alongside their regional Houghton account manager.

Partnered with large Group Training Association, Training 2000, the Fluid Intelligence Academy will also serve as a facility to train Houghton employees, clients and apprenticeship students with hands-on learning surrounding industry best practise, through an advanced training syllabus.

The news comes after former Commercial & Country Director for the UK and Ireland, Lee Bowditch, was appointed EMEA Business Development Director for Fluid Intelligence Solutions at the beginning of February. Commercial Director of the UK and Ireland, Matthew Bartle, has since been announced the official champion of the UK Fluid Intelligence Academy.

"The Fluid Intelligence Academy will be pivotal in supporting the Fluid Intelligence initiative and accompanying department. This facility will be a key part in helping clients realise process enhancements, through hands-on consultation, demonstration, trial and development." Lee explains.

"During times of economic uncertainty, it's important for us to support our partner clients and their industries, which means that we can help them prepare for what may come. The Fluid Intelligence Academy enables us to do this, as a dual-purpose facility that'll help drive down manufacturers' costs, whilst investing in the education of our future engineers to come."

Located at the Advanced Manufacturing & Automation Centre (AMAC) in Blackburn, Lancashire, the facility will be available to new and existing Houghton customers for consultation sessions later this year.

With official launch on the 20th March, Houghton held a closed-door event for key clients to gain insight on the Fluid Intelligence concept, and the benefits the Fluid Intelligence Academy has to offer.

Notes

<https://houghton-csc.co.uk>