



News Release

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Widnes creative design agency goes MaD!

Widnes' award-winning creative design agency Printel has rebranded with a new name – 'Media and Digital' – or MaD to their friends.

After 22 years, the firm's owners, husband and wife Stuart and Gill Atherton, have decided the name Printel no longer reflects the agency's core business - so they've gone MaD with a new logo and website www.mediaanddigital.com.



Gill and Stuart Atherton (seated) with the MaD Team.

When the couple founded the firm in 1991, much of their work involved graphic design and print. And although this is still important, it now forms a much smaller share of the total business.

Managing director Stuart explains: “Hopefully people won’t think we’re bonkers for changing our name and will appreciate why we’ve gone a bit MaD.

“The creative media world has changed massively in the last couple of decades. Although we are still asked to supply a large number of print items, such as brochures, prospectuses, signage and displays, the digital market is now huge.

“People are accessing information in dozens of different ways in addition to the traditional medium of print. Our firm has wholeheartedly embraced the digital revolution and we’re now one of the North West’s leading agencies delivering augmented reality. We also provide cutting edge films, social media, apps and websites, as well as great scripts and copywriting to support the digital content.

“One of our specialisms is creating media hubs within schools so we think the name *Media and Digital* is a much better reflection of our current range of creative services.”

As a mark of the expanding film side of the business, the firm recently opened an additional office at Media City in Salford. Their work has also been recognised by a couple of prestigious awards – Halton Business of the Year in 2011 and Implementation of New Media award in 2013.

Gill, who manages the two offices, says: “Customers are guaranteed the same excellent service as before. The only change is to the name. And I promise that even when there’s a full moon, we will still come up with the best, creative, common sense solutions.”

Media and Digital is based at The Old Grammar School, Derby Road, Widnes. For more information phone 0800 542 0700 or email hello@mediaanddigital.com.
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On behalf of Media and Digital. www.mediaanddigital.com