

Arvia® Appoints PR Agency to Embark on a New Frontier

Arvia® Technology has appointed Manchester-based agency, Frontier PR (<http://www.frontierpr.co.uk>), to further its commercial ambitions in the water treatment market.

Frontier PR will develop a proactive communications strategy to target various vertical markets in the water treatment and recycling industry; including chemical engineering and processing, pharmaceuticals, food manufacturing and ground water remediation.



Founded in 2005 by public relations practitioner David Innes-Edwards, Frontier PR has worked with a range of clients in the private and public sector, specialising in high-tech, high growth and green industries.

Martin Keighley, CEO of Arvia® said: "I am excited to see what Frontier PR can do for us. We have already had such a great response from the activity surrounding the IET Innovation Award win. I'm confident there will be a lot more to come."

David Innes-Edwards, Managing Director of Frontier PR said: "We are delighted to have Arvia® as a client. They are experts in their field of water sustainability and treatment and we have big plans for them.

David continues: "Arvia is exactly the sort of company that Frontier PR wants to work with, as we offer specialist communications and marketing skills in high-tech green industries. Not



only is Arvia®'s technology world leading but they operate in a market that can only grow over the coming years."

