

Seven Seas Limited Appoint McCallum Layton For NPD Project

Contributed by McCallum Layton
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Seven Seas Limited, the number one supplier of vitamins, minerals and supplements in the UK, has appointed UK research and insight agency McCallum Layton to undertake NPD work into the development of a new multivitamin proposition for children.

Tony Parkin, Market Research Manager at Seven Seas Limited, says

“We are looking forward to working with McCallum Layton on this exciting project. They are an agency with a very strong background in NPD and consumer research and have a solid reputation for being an agency which delivers great results of the highest quality.”

The full-service agency has already picked up a number of new account wins in 2010 including Ofwat, Findus Group UK and Carlsberg.

For more information please visit www.mccallum-layton.co.uk

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