

Paver Smith wins account for online tyres retailer Blackcircles.com



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Press Release Author: **Paver Smith**

Industry: [Automotive](#)

Press Release Summary: PR agency Paver Smith has secured the account for online tyre retailer Blackcircles.com

Press Release Body: Liverpool/Manchester-based PR agency **Paver Smith** has secured the national consumer brief for fast-growing [online tyres](#) retailer [Blackcircles.com](#)

The account win follows its recent acquisition of Manchester's Stripe Communications and the six figure win to promote Liverpool's presence at the Shanghai World Expo 2010.

"It's been a good start to 2009 and we're close to announcing a trio of new appointments to our team to help us cope with our growth," said **managing director Dougal Paver**.

"Our focus for [Blackcircles.com](#) is to target van drivers and mums using national consumer media. They're two very distinct audiences with very different needs and reasons for [renewing tyres](#) and it'll be a great showcase for our thinking," added Paver.

Michael Welch, Managing Director of Blackcircles.com added *"We're delighted to bring Paver Smith onboard and look forward to developing a successful working relationship"*.

BlackCircles.com allows customers to [purchase tyres online](#) or by phone and have them fitted by a network of more than one thousand independent garages across the UK.

[Paver Smith](#) manages its country-wide consumer PR needs, reporting to the firm's headquarters in the Scottish borders town of Peebles. Blackcircles.com boasts more than 300,000 customers and sales of more than £10m.

Web Site: <http://paversmith.co.uk/>

Contact Details: Paver Smith
The Plaza
100 Old Hall Street
Liverpool
L3 9QJ

Tel : 0151 239 5000

Fax : 0151 227 1734

Email : paver@paversmith.co.uk