



## British Vita PLC

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Ms Ursula Herrling-Tusch  
Impetus PR  
Charlottenburger Allee 27-29  
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Dear Ursula

Just a short note to thank you and your staff for all your efforts leading up to the K Exhibition.

This was not an easy brief given our complicated structure, a transitional strategy and a remote client but the results have been excellent - a good show with a fine stand and branding, support literature and website to take us forward. You and your staff have achieved this with professionalism, patience and good humour - not always an easy combination.

Particular thanks to Jessica and Christina for their work and support during the show.

Yours sincerely

**Phil Asker**  
**Business Development Manager**