



## PRESS RELEASE

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Witherby Publishing Group (WPG) has today announced the formation of a new Group Company, **Witherby Digital Limited**.

Witherby Digital, under the direction of Johan Machtelinckx, Technical Director at WPG, will take responsibility for delivery of all digital products, including the widely used eBook reader, m-notices and the digital content manager.

WPG felt it was time to provide a focus and identity that was separate to the traditional publishing arm. This will enable market clarity for the products that WPG already provides (such as the digitised IMO and Marisec titles, m-notices, etc) as well as some of the new products and services that are coming out across the summer.

Iain Macneil, Managing Director of WPG said “Seamanship International, which was the business that merged with Witherbys in 2008, was very much a technology driven company. We feel the time has come to bring that part of our activity to the fore again, without creating confusion about WPG’s more traditional business. With a range of new digital products and services about to be announced, and an exciting new industry alliance taking shape, we are looking forward to the Witherby Digital name becoming as well-known as its much older brothers, Witherby Seamanship and Witherby Insurance!”

### **About Witherby Publishing Group**

Witherby Publishing Group, which was formed from a JV between Witherbys and Seamanship International, is based in Livingston and run by partners Iain Macneil and Kat Heathcote. Iain is an ex-mariner who set up Seamanship International to design and develop training and reference materials for the shipping industry. Kat, who has a background in the energy business including with BP and Wood McKenzie, joined the company in 2004.

The company has customers in over 180 different countries and has won a variety of awards including the Seatrade Award for best IT Application, The Lloyds List Training award and the Queen’s Award for Enterprise: International Trade.

The company publishes as Witherby Seamanship and Witherby Insurance. All digital versions and products are provided through Witherby Digital.

For further information, contact:

Clare Barron

Sales & Marketing Manager

Wetherby Publishing Group

[clare@emailws.com](mailto:clare@emailws.com)

Telephone: +44 (0) 1506 463 227

Mobile: +44 (0)7956 680 292