



Publishing Technology becomes Ingenta

Oxford, 31st March 2016 – Publishing Technology has announced that it will change its name to Ingenta, with immediate effect, as part of a comprehensive rebrand and unification of its business.

Already a well-established and trusted brand within the scholarly publishing arena, the Ingenta name will bring together the company's products and services under one brand umbrella, enabling its clients to more easily realise the benefits of its complementary offerings, while giving the business a clear identity and strong personality.

The rebrand exercise follows a period of significant change at Ingenta, driven by the recently appointed CEO David Montgomery, who has implemented an ambitious strategy to strengthen the company's suite of products and services.

The new Ingenta brand will enable the global software provider to extend its offering to new territories around the world and to broaden its appeal to industries and markets beyond its core publishing business.

David Montgomery, CEO at Ingenta, commented: *"The new-look Ingenta brand reflects what we are as a business – an engaging and creative international company, with highly innovative products and solutions that make a real difference to our customers. The rebrand will help us to build a better business for the future, one that cohesively brings together our offering and helps us to cross borders and markets seamlessly. I am convinced that the new brand identity and name will contribute substantially towards enhancing our proposition."*

Under the rebrand the company's products and services will be split into three divisions – *Ingenta Commercial* (previously advance), *Ingenta Content* (incorporating Ingenta CMS, previously pub2web), and *Ingenta Advertising*. Publishers Communication Group (PCG) will remain a subsidiary company.

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Notes to Editors:

For more information, please contact:

Emily Taylor Gregory, Ingenta

Tel: +44 1865 397973

Email: emily.taylor.gregory@ingenta.com

About Ingenta:

Ingenta is the world-leading provider of content solutions that transform business. We cover the publishing process from end to end with our suite of commercial products, CMS and advertising solutions and content services packages. Combining our unmatched publishing knowledge, global operations and customer support with our extensive technology and service products, we offer the industry's only full spectrum of solutions to help publishers manage and monetise their content effectively. Listed on the AIM market of the London Stock Exchange, the company operates jointly from Europe (Oxford) and North America (Boston and New Jersey), with local offices in Brazil, India and China. Assisting 450 trade and scholarly publishers for nearly 40 years, Ingenta solves the fundamental issues content providers face.

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