

## Rich Hull (Shotgun Front)

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Rich Hull is owner and Managing Director of Shotgun Front, a company he established in early 2007 which specialises in creative marketing and brand development.

Since its formation, the business has grown from a two person set-up in a small office in Lymington to what is now a very successful and dynamic company employing over 6 people.

Whilst Shotgun Front has been the main area of focus for Rich he has also established Print Shoppe, a creative sign and print company. This offers a bespoke printing service for small to medium businesses from vehicles, stickers and labels to full scale interior and exterior schemes.

The approach of Shotgun Front has been set on producing quality rather than quantity. As such clients are selected on their suitability for the company rather than accepting any work opportunities which are presented. Clients to date include Marriott Hotels and Mercedes. Business is attracted by word of mouth and recommendations rather than the company having to go and market its services.

More recently Rich has invested in Rocboxx, the first portable, combustible oven which is powered by wood. Whilst this is clearly a diversion in the type of business interest, he is able to bring his experience of running a successful local business for a number of years along with his skills in promoting the product within the marketplace.

