

The Federation of Garden and Leisure Manufacturers Limited

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**Gardenex and PetQuip welcome new Director General**

***The Federation of Garden and Leisure Manufacturers has appointed Joe Denham as their new Director General.***

Gardenex and PetQuip have welcomed their new Director General, following the retirement of Amanda Sizer Barrett.

Joe Denham has been Chairman of the Board of the Federation since 2020, bringing his wide commercial experience, company start up skills and mentoring talent to support and guide the team at the Federation, which will now transfer to the day to day leadership of the organisations.

Joe commented: “I am delighted to be taking on my new role, at a crucial time for both Gardenex and PetQuip. While the last few years have been extremely challenging for UK exporters, I am excited to start a new chapter at the Federation as we navigate the next stage. I am looking forward to meeting as many members as I can over the next few weeks and to introducing additional benefits to strengthen and grow the support we can offer existing and new members.”

Joe, together with his business partner Paul Owen started VegTrug in 2009 which proved to be a massive success in the garden industry. Now exporting globally, the business has opened a US subsidiary based in Pennsylvania to support sales efforts in America and a second subsidiary in Germany. The business was sold to a Tokyo Listed Group company in 2012.

Joe has a diverse background, moving from a career which started in Barclays Bank in the early 80’s, into data communications (witnessing the birth of the internet) then owning an innovative online delivered IT training company based in Dubai which was sold under a NASDAQ merger in the late 90’s; to having his own show on Shopping TV for a number of years; to owning a 120 acre farm in France (producing horse feed) before starting VegTrug.

Joe has been married to Lesley for 31 years and they have four sons. He holds a commercial drone pilot licence as well as a private helicopter licence. His interests include collecting contemporary art and very fast cars!

The Federation has recently moved offices to a new home at Salomons Estate near Tunbridge Wells

For details of all the business advantages of Gardenex membership, please email info@gardenex.com or visit [www.gardenex.com](http://www.gardenex.com)

For details of all the business advantages of PetQuip membership, please email info@petquip.com or visit [www.petquip.com](http://www.petquip.com)

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