

## Keen Kevin Sponsored By Forterra To Cycle For UK In Denmark

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A keen cyclist from Whittlesey has represented the UK in two international cycling events in Denmark after being sponsored by his employer, building products manufacturer Forterra.

Kevin Hobbs, who has worked at the firm's Kings Dyke plant in Whittlesey for 15 years, was sponsored by the company to enable him to compete at the Union Cycliste Internationale (UCI) World Cycling Tour Finals earlier this autumn.

He competed as an amateur in the 45-50-year-old category of the UCWT in Hobro in Denmark and came 49th out of 63 finalists. He also qualified for the 102 mile road race from Aalborg and came 140th out of 205 in his age group.

"I've always loved cycling, but I never thought I'd be representing my country," said Kevin, 45, who is an Environmental Kiln Team Leader at Kings Dyke, "it's been a real honour for me and I'm thrilled to have taken part in the UCWT."

"I would like to thank Forterra for the support they offered which helped me take part in the events, and also Peterborough Cycling Club, who I train with, and my family."

Steve Jeynes, Plant Manager at Hanson's Kings Dyke Works, said; "Kevin's been a loyal, hard working team member at Kings Dyke for years, so when we heard he was planning to represent the UK at the UCWT we thought it would be very worthwhile to sponsor him. Everyone here at the plant is very proud of his efforts."

Forterra (formerly known as Hanson Building Products) employs approximately 1,600 people in the UK across 18 manufacturing facilities, including Kings Dyke. The company is a leading manufacturer of a diverse range of clay and concrete building products.

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### NOTES TO EDITORS

- For further information about Forterra please Alex Scoppie or Hannah Elwell, Unsworth Sugden, on 0116 247 1777 or [alexs@unsworthsugden.co.uk](mailto:alexs@unsworthsugden.co.uk) or [hannah.elwell@unsworthsugden.co.uk](mailto:hannah.elwell@unsworthsugden.co.uk)
- Forterra is one of the UK's leading suppliers of clay and concrete building products
- The company has 18 separate manufacturing facilities in the UK and employs 1,600 staff
- Previously known as Hanson Building Products Limited, the business has been at the forefront of construction supplies for several decades
- The company has a range of instantly recognisable UK brands, including Thermalite, Ecostock, London Brick, Red Bank, Jetfloor and Formpave permeable paving, plus Structherm, a subsidiary specialising in external wall insulation

## Company Contact:

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