

NEWS

Tangent brings Probe Media into new arm

by Philip Chadwick

Tangent Communications has merged another company into the group after rebranding its new database management division.

Probe Media has transferred into Tangent Labs, which is the new name for recent acquisition C360, Probe is a direct marketing personalisation business that specialises in the entertainment market.

Tangent Labs director Nick Gillet said: "After working together for two years, I am confident we can quickly increase revenues in the entertainment sector."

Tangent Communications' joint chief executive Nicholas Green said the re-branded Tangent Labs continues the firm's "turnaround".



"The name needed to emphasise what we are about. Tangent has changed into a different firm than it was 12 months ago" he added.

C360 was bought in July and formed part of Tangent's strategy to broaden out from its traditional digital print focus (*PrintWeek 13 July*).

Tangent Labs has won a contract from HarperCollins to create a website for best-selling author Garth Nix.