

Silver Fox CEO Promotes Entrepreneurism To Students

Written by Australian Business

WELWYN GARDEN, CITY, ENGLAND, October 02, 2013 **/24-7PressRelease/** -- Nick Michaelson, CEO of Silver Fox, a leading UK manufacturer of labelling solutions, was one of four successful businesspeople who discussed entrepreneurship with some 100 Year 12 business students at Burlington Danes Academy in West London, at the end of September, at an event organised by the Founders4Schools service.

Nick's company has been delivering solutions for the Energy, Power, Rail and Data & Telecoms industries worldwide for some 30 years. It received the Queen's Award for Enterprise - International Trade, in 2005.

Nick joined American entrepreneurs Panni Morshedi, Vice President of Product Management at Wonga.com; Kate Hammer, Joint Founder of Kiln Ideas Ltd, and Brynne Herbert, Founder & CEO at MOVE Guides, to speak to the students. The 'lone Briton' among the speakers, Nick was invited to speak by Sherry Coutu, CBE, the founder of Silicon Valley Comes to the UK (SVC2UK) and Founders4Schools, a free service for teachers in secondary schools across the UK which aims to make it easier for teachers to arrange events at their schools.

Stemming from a successful series of industry events under the SVC2UK banner, the Founders4Schools programme champions entrepreneurship and seeks to encourage school-aged children to attain more by considering entrepreneurship as a viable career choice.

The four entrepreneurs were asked to speak for some eight minutes each and then take questions from the students. In particular, the speakers were specifically asked to address:• What inspired them to set up their company? • Were they the company's founder or a member of a founding team?• Why do they find being an entrepreneur 'high impact'?• What do they enjoy most about their career in entrepreneurship?• Why should students consider this career option as a career choice?

Nick Michaelson said: "It was an honour to play a part in the Founders4Schools programme.

"Over the past 30 years, Silver Fox has been at the forefront of the development of innovative durable and time-saving labelling solutions. This is driven by a passion for excellence and a determination to be the best in our field.

"Today, our solutions more than hold their own against products from some of the largest companies in our business - and we're still improving our solutions," he said.

"Our goals are to design, develop and supply complete labelling solutions including software, hardware and label material ensuring a highly time saving and durable solution for all our customers. We aim to make labelling simple, fast and effective while offering exceptional levels of customer service and continuing to offer industry-leading innovation.

"Put simply, we're working to turn Time into Profit."

Sherry Coutu spotted Nick Michaelson and Silver Fox via the LinkedIn social media platform - illustrating Silver Fox's increasing social media presence and visibility.

About Founders4Schools: Founders4Schools is a free service for teachers in secondary schools across the UK. Founders4Schools uses technology to make it easier and more time efficient for teachers to arrange events at their schools. Through the Founders4Schools website teachers can:

- Search for successful founders near to their school (search also encompasses founders willing to travel at their own expense)
- Invite speakers and have responses tracked by the platform (a huge time saving from email and phone calls)
- Arrange their own events directly with speakers

About Silver Fox Ltd: A leader in UK manufacturing labelling solutions using a special Plug'n'Play thermal printer or a standard office printer - ensuring fast and efficient identification of cables, wires, optical fibres, panels and equipment - Silver Fox delivers solutions for the Energy, Power, Rail and Data & Telecoms industries worldwide.

Silver Fox's production of independently tested durable labelling is only part of the story. It also offers three levels of software, all of which are downloadable from the Silver Fox website, for free trial. Developed in conjunction with engineers over the past 15 years or so, these software solutions offer an array of unique time-saving options which, for the time-critical project, can turn time into profit.

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Silver Fox tests its labels at recognised independent UKAS certified test laboratories in compliance with a number of different MIL and other standards. Silver Fox is ISO 9001:2008 registered. Silver Fox has spent over 30 years developing its products. Its commitment to global business was recognised in 2005 by the Queen's Award for Enterprise - International Trade.

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