

# Business

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## Staff outing comes to a sticky end

THEIR eyes are still stinging and their bodies covered with numerous cuts and bruises.

But the employees of a Trowbridge firm have completed a momentous week in their company's history.

The 50-strong party from Cromwell Press travelled for a team-building exercise, blissfully unaware of what boss Allan Hicks had in store for them.

He had in fact signed them up to become the first English team to take part in the Battle of the Oranges, in the northern Italian town of Ivrea.

The staff threw themselves into the fray, suffering an assortment of black eyes, bruised bodies, aching arms and – worst of all – stinging eyes from spattered orange juice.

They emerged several hours later, sticky but triumphant, having acquitted themselves with honour at one of the world's most bizarre annual rituals.

Print operator Steve Wilson, 49, said he suffered several direct hits on the head and a particularly painful body blow.

"It was amazing, absolutely unbelievable," he said.

"There was virtually no let up. We spent the whole afternoon fighting with oranges.



**READY FOR BATTLE:** Cromwell Press printers take aim at the orange festival in Ivrea, Italy

PICTURE: Sean Pollock

"It got very intense and very, very slippery. Thousands of spectators were cheering. I've never done anything remotely like it before."

In all, 340 tonnes of oranges

were used during the event and Cromwell Press director Mr Hicks, 54, was delighted with his staff's response.

"You had to be there to believe it – it was full of excitement,

passion and of course, oranges," he said. Every year Cromwell Press organises a team-building weekend in foreign climes.

This year they teamed up with specialist tour operator, Tastes of

Italy for something different.

Tastes of Italy director William Godacre made a personal plea to one of the nine teams who take part, the Chessmen, to let the English in for the first time.