

Monday 27 September 2010

Media Release

Calliden launches NEW ARGIS Farm Extra policy

Calliden is pleased to announce the launch of its NEW ARGIS Farm Extra product.

The ARGIS Farm Extra policy wording provides enhanced cover, increased policy limits and a number of additional benefits. It applies to all new business with an effective date of 4 October 2010.

Calliden is also pleased to offer ALL existing policyholders the benefits of the upgraded Farm Extra product from the same date.

ARGIS (which provides its financial service as an authorised representative of Calliden Insurance Limited) is shifting its focus solely towards farm insurance business and will adopt the brand name for the new farm insurance product.

Mike Hooton, Group Executive Marketing & Distribution said "The development and launch of the new farm product demonstrates our commitment to brokers operating in the farm insurance market. We have a clearly defined appetite and combined with the launch our new national farm underwriting centre, this enables the group to provide a consistent, quality service to our farm insurance brokers nationally."

ARGIS has already commenced the rebranding of its domestic portfolio to Calliden and will soon make the same transition for commercial business.

For more information please contact either:

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