

# TNS Consolidates Polish Business

Contributed by TNS

TNS will merge TNS OBOP and TNS Pentor to further strengthen its presence in the Polish insights market

World-leading research company, TNS will merge its two entities in Poland: TNS OBOP and TNS Pentor. The formal merger is planned for early 2012 and will enable TNS's clients to benefit from the expertise of both companies when addressing business challenges.

Managing directors of both the existing companies will join the board of this new entity. Piotr Kwiatkowski (currently managing director at TNS Pentor) will lead the new company, whilst Andrzej Olszewski (currently managing director at TNS OBOP) will become deputy managing director.

"TNS OBOP and TNS Pentor are clear leaders in the Polish market," says, Piotr Kwiatkowski. He continues, "Consolidating our two companies will strengthen our presence in the market: ensuring that we are able to build the best teams to deliver outstanding insights to our clients on every assignment and offering exciting, challenging career paths for our employees. We are committed to ensuring that this new entity is the leading insights consultancy in Poland."

TNS OBOP was founded in 1958 as OBOP (O[rodek Badania Opinii Publicznej) and joined the TNS network in 1988. In TNS OBOP specialises in opinion and social research and offers a wide range of ad-hoc market research services.

TNS Pentor was established in 1991 and had strong connections with Research International, eventually merging in March 2010. Following the merger, TNS Pentor was able to draw on TNS's established international expertise to offer its clients international research solutions and a truly international outlook.

This new entity will be based in the current TNS OBOP premises in central Warsaw.

## About TNS

Please visit [www.tnsglobal.com](http://www.tnsglobal.com) for more information.

## About Kantar

For further information, please visit us at [www.kantar.com](http://www.kantar.com).

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