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Wellcom support

A SWAG of big name investors have bought scrip in the \$40 million float of pre-media and print production company Wellcom Group.

The initial public offer of the company, run by Melbourne businessman Wayne Sidwell, opens today.

Strong demand for the shares could force it to close early.

Richard Pratt's Thorney Investments, Wilson Asset Management, Challenger and the Myer family are believed to be in the action.

Mirrabooka Investment's managing director Ross Barker confirmed his investment company had also taken a small position.

It appears much of the enthusiasm

for the Mariner Corporate Finance offering stems from regard for Mr Sidwell's credentials.

His father, the late Bill Sidwell, established pre-press production company Show-Ads, a division of electronic publishing company Showmega.

Mr Sidwell and his brother Peter helped head up Showmega before it was snapped up in June 1996 by the then Murdoch-owned PMP Communications for \$174.3 million.

Mr Wayne Sidwell said he was flattered by the support for the float.

The company hopes to list on July 29.

— **Fleur Leyden**