

Peppers Cable Glands Limited

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Peppers Cable Glands Launch Major Re-brand

Surrey based cable gland specialists Peppers has undergone a total brand review and launched a bold and dynamic new visual identity and brand positioning to coincide with the firms 25 year anniversary with the Currie & Warner Group.

Commenting on the rebrand, Peppers Managing Director Tush Thakore said;

"More than just a visual refresh, this has been very much a strategic branding exercise. Peppers has gone through significant change since its inception and this rebrand was commissioned to bring the firms brand identity into line with its industry leading product and service proposition.

The process identified and defined core areas of service advantage which can sometimes be overlooked in favour of straight price comparison. However, it is the totality of our offering which truly sets Peppers apart within the marketplace and supports the Company's hard earned 'best value' rather than 'lowest price' reputation.

Our new brand positioning slogan 'End-To-End Performance' perfectly conveys the 'Peppers difference' - a unique combination of unrivalled product quality and expertise which is delivered by us throughout the customer journey.

It's an exciting time for Peppers, and we feel the re-brand both helps us consolidate our position as market leaders whilst giving us a framework to focus on developing those areas of the business which have helped put us there."

The striking new 'Peppers Globe Logo' has been designed to be evocative of the outgoing logotype as Peppers wanted to retain a link back to the previous visual identity and were keen to reassure customers that the business is positively evolving and developing rather than radically altering course.

The branding strategy and new visual identity were developed in collaboration with WDA Branding, a global brand consultancy known for helping organisations grow through brand-driven creativity.

Multiple communication channels and marketing collateral including Peppers online presence are being brought into line with the new identity as part of a comprehensive phased roll out.

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