

Introducing our
new brand

WORKTOWN

love your office[™]

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DREAMS

why we've rebranded

Here at worktown we've always believed in fantastic customer service, strong family values and doing our bit to save the planet. But we weren't convinced that these values were shining through clearly enough – to our team of staff, our customers, or our suppliers. We pride ourselves on being utterly passionate on what we do, and so last year, we took the decision to set about revitalizing the way we looked and how we communicate with people.

We worked closely with branding experts to talk about what our current brand said about us, and what we wanted it to say. We had lots of conversations with our customers, suppliers and our staff. We then took all these findings to a brand workshop (basically an excuse to talk about ourselves a lot and eat some nice biscuits) and concentrated all our ideas into a set of core principles that we wanted to live by.

Feeling quite pleased with our efforts so far, we then turned our attention to what we as a company look like. We put a lot of work into coming up with a brand new logo that we feel reflects us as a whole, and captures our energy and passion for offices across

the land. Our new logo bred a brand new colour palette and imagery guidelines, which means that you'll notice changes in all of our new catalogues, stationery and signage. Finally, we decided to change our tone of voice in our written communication, making it a much closer reflection of how we really talk and our quirky nature.

We hope you like it.



our new logo - a rationale

After extensive chats about how we want to be perceived and where we wanted to go as a company, in tandem with our branding agency, we've developed our brand new logo.

Our business is split into two defined services: office supplies, and office interior design. To clearly separate these two parts of the company, we've come up with two different graphic devices to signify these.

The main worktown logo is clean, modern and friendly, in an easily readable font: **we are who we say we are and do what it says on the tin.**

WORKTOWN

The worktown roundel is used on all of our office supplies communication, and acts as a friendly stamp of authority to let our customers know that the products they buy from us have the worktown seal of approval.



The workton motif is used on all of our office design communication, just as the roundel is used for office supplies. The motif is a simple 'wt' shape, and suggests elegant, clean design, which is exactly what we can offer to workplaces across the country.



Our logos are accompanied, where possible, by our strapline, which sums up our beliefs in three small words:

love your office



We're busy working on our new websites which will launch in the spring. But here's a sneaky preview for what's in store...



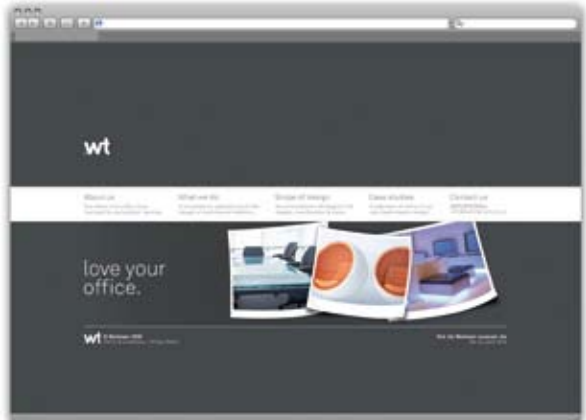
Corporate site

Fun and fresh design, full overview of the company's products and services

Our lovely sites

Interiors Site

Bespoke website for the interior design services. Full case studies, portfolio and samples.



Our values and philosophy

Our rebranding exercise has taught us an awful lot about ourselves. From this, we've created a set of values that we're dedicated to following – it's our way of ensuring that we don't stray too far from what worktown is all about.

These are our values:

Being helpful

You'd think this was an obvious one, but sadly there are lots of companies out there who are sorely lacking in customer service skills. We're not one of them – we go the extra mile to help our customers find the things that make their own working environment better.

Honesty and integrity

We don't try and pull the wool over anyone's eyes. What you see is what you get. We genuinely have our customers' best interests at heart, and what's more, you won't get the hard sell from us – just a group of people waiting to help you out.

We love offices

We don't think offices are boring places. Lots of us spend most of our working weeks in them, which is why we do our very best to do whatever we can to make being at work a bit nicer. Our aim is always to make our customers' places of work as nice as *our* worktown.

Our 'smallness'

We're a family business and that means we're open, approachable and friendly. As we've grown, we've been proud to keep the sense of smallness that has given us our reputation of quality, flexibility, reliability and efficiency.

Some people perceive our smallness as our weakness but we truly believe this is our strength. From our values, we've developed our philosophy: We'll work smarter to reduce costs and improve service, and justify our business by adding value to yours.



Our relationships

We're quite a sociable lot at worktown, and we like to like people and be liked in return. We understand how important relationships are with everyone that we come across in our supply chain: our customers, our suppliers, and our own team. Without any of these people there would be no worktown, which is why we invest so much time and effort into making our relationships successful ones.

This isn't a new philosophy; as a family business, our relationships have been important to us from the very beginning of worktown, and will continue to be for as long as we're around.

We base our relationships on two pillars: honesty and communication. Each are important in their own right, but when put together, they make solid marriage-material stuff. That's why we're lucky enough to have long-lasting relationships with clients and suppliers alike, and our staff turnover is practically non-existent.

That doesn't mean we think we're perfect though. Everyone has room for improvement and we're big on feedback – good or bad, as long as you're honest, we're interested.

Call us to talk about your account with us and how you think we can improve. All of our contact details can be found on page 11.



We're quite fond of the planet. That's why we've got a strong environmental policy in place at worktorn, and ensure that we always abide by it.

These are our personal environmental targets:

- To reduce our consumption of energy – both gas and electricity
- To reduce our packaging, paper and general office waste
- To recover and recycle as many of our toner cartridges as we can.

We have regular management review processes where we discuss our personal environmental management systems, and investigate how we can grow and change our methods for the future.

As a company we're committed to combining our efforts to ensure that our policies are implemented successfully across our business, and wherever we can we will extend this to our clients' businesses, too.

We don't just have the environment in mind when selling office supplies, either. Our interior designers consider the environment at every stage of material selection, design and build to make our offices as green as humanly possible.



Our environmental beliefs

Here's what else we do to keep us in the green:

Produce a greener office guide

We proudly work with future forests, a leading climate change company, to produce our Greener Office Guide. This catalogue is packed with simple and practical ways to make your office a little bit greener, and is a brilliant and inspirational read. Get in touch with us to order your copy – we'd love to share our ideas with you.

Create strategic partnerships

Over the past twenty years, we've sought partnerships with suppliers that have initiated numerous programmes relating to the environment. This backs our ethos of helping to maintain the quality of the environment in our offices, and the offices where are products are used, where possible. At product planning, development and design stages, conservation is a key consideration.

Help our customers identify environmentally friendly products

You can probably guess by now that we're very keen on helping save the planet at worktown. We've a Green Index in our catalogue that immediately identifies which of our products are environmentally friendly and throughout the catalogue each of these items is marked out by an environmental icon.



our new ISO accreditation

We're very proud of our new ISO 14001 accreditation, a plaudit for our environmental friendliness. For those of you who aren't too sure what an ISO accreditation is, don't worry – here's our foolproof guide.

ISO accreditation, in relation to how companies work with the environment, refers to:

- Environmental management systems
- Eco labelling
- Lifecycle assessment
- Environmental auditing
- Environmental performance evaluation
- Environmental aspects in product standards
- Waste management.



At worktown, we see the protection of the environment as absolutely central to our approach. Our environmental management system adheres to the guidelines outlined in BSI ISO 14001, and ensures that we are at the cutting-edge of helping the environment. We've been green from the very beginning – the antithesis of a 'here today, gone tomorrow' publicity stunt.

Just some of the improvements we've made in the past two years include introducing LPG vehicles and hybrid pool cars to our fleet, recycling our waste and creating reusable energy. We're not resting on our laurels, though. We've got big plans ahead, and by 2010 we hope to be officially carbon negative.

All of which will help to achieve **our mission:**

To continue to build a sustainable and profitable organisation that offers unsurpassed levels of customer service and satisfies all business requirements.

How to get in touch

We'd love to hear from you if you've got an opinion you'd like to share with us, some advice on how we can make our business better, or what it is that you like about us.

Our website has lots more information about us and is well worth a look when you've next got some spare net time:

www.worktown.com

Here's how to contact us in all manner of ways:

t: 0870 870 5344

f: 0870 870 5345

e: email@worktown.com

**worktown
Mortimer's Estate
Ower
Romsey
Hampshire
SO51 6AF**

We like receiving letters, but where possible please do email us instead, and do your bit to help us save the planet.



WORKTOWN

Sadly, our brochure's come to an end now. But thanks for reading. And if you really liked it that much you could even read it again.

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