

**25th November 2020**

**Moving forward with confidence: Brett Martin announces bold, fresh rebrand to reflect its drive and passion**

A global player in the supply of specialist plastic products for the construction, fabrication, print and display sectors, Brett Martin’s new corporate identity will be rolled out over the coming months in a comprehensive program, which includes a new website, fleet livery, packaging and marketing materials.

The new branding has been designed to communicate the company’s current scale while expressing its fresh, open and ambitious style. The new, bolder brand – to be introduced across all of its markets in the coming months – will translate into new digital support for its customers.

“Our progressive new identity reflects Brett Martin as we are today, with a vibrant, growing customer base around the world,” says Laurence Martin, Managing Director at Brett Martin. “Together with our staff, we continue to aim for excellence in our products and services and remain true to the values which have driven the business over the past 60 years.”

Duncan Smith, Sales Director at Brett Martin adds: “Our new identity expresses the energy and capabilities of Brett Martin perfectly. We are well known in the industry for our innovative approach to servicing the market’s changing needs. We are continuing to invest in new solutions, and we have the people and expertise to further enhance our service.”

The current identity has been in place for almost 30 years, in which time Brett Martin has grown extensively, expanding its product range into multiple polymers and launching new products for markets including roofing, façades, construction, and print and display. Today, total turnover exceeds £180m, generated across the company’s markets in the UK and Ireland and through worldwide export activity.

Brett Martin is the UK’s only manufacturer of a full range of PVC, Polycarbonate, acrylic, styrene and PETG sheets. The company embraces positive change and has invested in low carbon energy sources for its main manufacturing site – dedicated wind and solar sources have helped it convert 50% of its power use into renewable energy.

**ENDS**

**About Brett Martin:**

UK-based Brett Martin employs nearly 1000 people across several locations throughout the UK and Europe, and is a market leader in the manufacture of specialist plastic products for construction, roofing, engineering, print and display. The company exports over 50% of its £180 million turnover to more than 74 countries worldwide.

**Further information:**

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