

Massive growth through quality of presentation

Background

Making candlesticks, curtain poles and door furniture out of iron and displaying his work in the back of homestyle magazines is how Jim Lawrence began what has now become a multi million pound mail order home wares business.

The challenge

To differentiate Jim Lawrence products from those available on the high street and DIY stores and to stress the exclusivity and the quality of design, manufacture and performance of his hand-made products.

How brand development helped

Outstanding photography is paramount in a mail order catalogue. Telling the story of hand made craftsmanship in a subtle way while building confidence in supply and first class customer service. Re-focussing the brand from Ironwork to home wares and emphasising the 'made by' message, by designing a new brand identity and subtle re-positioning.

The outcome

The company has grown from £0.5m to in excess of £7m turnover in the time we have worked with them.

As a result of developing their style over years of advertising and catalogue production we were able to provide a solid brand identity, colour theme, typographic style and layout system that can be cost effectively used on all marketing collateral.

Jim Lawrence
TRADITIONAL IRONWORK

made by
JIM LAWRENCE

before (above) and after

