

400+ products - 18 different logos - 25 different brochures - All streamlined into a smart sales presentation document

The Background

Moffat had been manufacturing their catering equipment ranges for 30+ years when we met the company. Over that time their brand identity had evolved and although they had a tremendous reputation in their industry, the way the company was presented undersold its value.

Our approach

We conducted a full scale review of their presentation and discovered inconsistencies across the board including the way the logo was re-produced, use of imperial and/or metric dimensions in product descriptions, naming and coding of products and quality of paper stock and print.

Brand evaluation and definition

Our finding led us to develop a definitive logo file for use across everything from printed literature to curtain sided lorries, badges for products to exhibition display. We also re-grouped and categorised products to simplify the offer. We re-launched the product range in a quality suite of catalogues housed in a smart binder, making it easier for the sales team to present and for the customers to understand.

The outcome

Moffat sales figures have risen year on year and opportunities for export to the middle east and Australia came knocking and resulted in orders being placed.



**The Catering Equipment
Company**