

Peak Converters are one of the UK's leading foam converters, supplying foam and fibre products into a variety of sectors including soft furnishings, packaging, medical, sports equipment, acoustics and soft play.

Undergoing a business transformation the company, formerly known as Breasley Ltd – a company with a rich 40 year heritage, approached Apricus Marketing to create a new brand identity that would provide the business with a platform for future growth.



#### PHASE 1:

Competitor research
and brainstorming of
possible naming options,
including research into domain
name availability and existing
company registrations. Development of
market positioning and creative brief.



# Where expertise and innovation meet...

#### PHASE 2:

Once the name had been
finalised, a tagline was
developed to reflect the expertise
that the company has developed over
the last 40 years, but also the fact that it is
innovative in its approach, specifically, its
use of new technologies and materials.



### PHASE 3:

Parry Creative were chosen as the design partner because of their experience in re-branding established businesses.

"Working from the creative brief, we wanted to use the logo design to emphasise how the company has strong technical capabilities, tied in with the geographical location of the business. The idea of the interlocking peak icon came from these two key elements"

Laura Parry, Parry Creative



Design of logo concepts – liaison and optimisation of chosen designs based on client feedback.













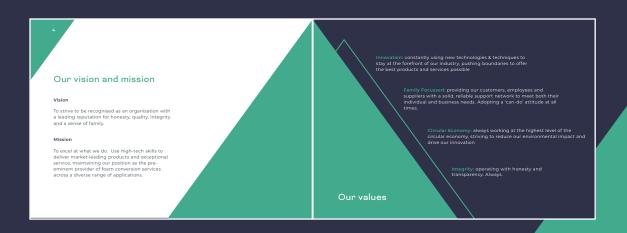








# Development of brand guidelines



Brand fonts

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# Creation of company stationery





# Creation of social media templates









## **BRAND ROLL OUT**

With these strong
brand foundations now
in place, the team are
looking forward to developing
this throughout the wider
marketing activities and strategy.

