

Tubex® News

Refreshed. Revitalised. Rebranded.

Tubex looks to the future...

After more than 30 years Tubex smartens up its image with

Tubex®

Advancing growth

Simon White, Tubex' Commercial Director, describes the rationale for this change.

'Tubex has a very strong name and a "brand" which is recognised across the world and in a number of market sectors. However, we have recognised for some time that the brand has possibly become a little tired and somewhat old fashioned. Much is happening at Tubex that is fresh and new, and we felt strongly that our brand should reflect this change'.

'We set about this project by asking our staff and customers what they thought about Tubex, and our "marketing proposition". Through this process we decided that a new company strap line was required that, most

importantly, summarised very succinctly what we and our products do. Having considered a number of options we decided that "Advancing Growth" was the clear winner. This phrase describes perfectly what our products do. It also defines our ethos towards our company, our customers, and our relationship with our customers'.

The new Tubex logo was designed by Peter Gill Associates with the remit:

- ▶ to build a strong link to the past but to reflect a more contemporary operation;
- ▶ to reflect the company's marketing proposition, Advancing Growth more vividly within the design;
- ▶ to provide a brand design that would reflect an international company and one which would work in any international setting;
- ▶ to provide a brand design that would reflect appropriately the quality of our products.



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Forestry



Viticulture



Landscaping



Fruit

So, what changes are taking place at Tubex? Well, this is probably best described as a clearer focus upon our customer needs:

- ▶ Greater clarity about the different market sectors within which we operate:
- ▶ Greater clarity regarding the benefits of our products in each market sector
- ▶ Improved availability to the science behind both existing and new products
- ▶ More purchasing options for customers with more flexibility offered
- ▶ Greater investment in overseas marketing literature and sales support

The change in company logo will be effected through a number of sources:

- ▶ New company stationery
- ▶ New company website www.tubex.com
- ▶ New exhibition materials
- ▶ New catalogues and product specifications
- ▶ New corporate livery

We are aiming to replace the majority of our corporate livery during the summer of 2009, completing the process in 2010.

The official launch date for the new brand company logo is 17 July 2009, coinciding with the start of our attendance at summer exhibitions – Fruit Focus, the CLA Gamefair and Southwest Woodland Show.

New Tubex Website

The new Tubex website will be going live soon. We have tried to complete as much of the site prior to going live, but it will remain under development for some time after launch. Indeed, we intend that it will remain very much a 'live development vehicle'.

In the near future we envisage our website becoming the main Tubex marketing tool. Visits to our old website have increased fivefold over the past 18 months, which has raised our awareness of the need to provide better information about us and our products.

Key components of the new site will include:

- ▶ Clearer segregation of the Tubex market sectors (forestry, viticulture, landscaping, fruit)
- ▶ More information about the benefits of using Tubex products
- ▶ Technical information, including resumés of current R&D projects
- ▶ New product literature
- ▶ Translation into other languages
- ▶ Tubex staff profiles
- ▶ A wider range of options and flexibility for purchasing Tubex, including an online shop (Under development)
- ▶ Gallery of photographic evidence of Tubex products at work

We hope you like the new look!!!

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