

Ashton Group Rebrand

The Thomas A Ashton Group of Companies, founded in 1866 and consisting of Ashton Seals, Ashtons (Sheffield) and Ashton Corporate Clothing has rebranded the three individual companies under The Ashton Group brand.

The individual companies serve many of the same customers and the Group has taken the decision now to ensure that the marketing synergies between the companies are properly implemented.

Ashton Group Chairman, Tim Wills, said:

“After extensive consultation we have changed the Ashton Group logo and extended this identity to incorporate the three individual companies. Our new image reflects a strong, vibrant organisation with a modern outlook and reinforces the healthy position of the Ashton Group.”

To support these activities the company has launched a new website www.ashton-group.co.uk which has been designed to offer a lively and interesting overview of the Group’s services and activities, whilst also acting as a portal to the individual websites within the Group structure.

Group Marketing Manager, John Greathead is delighted with the website:

“This is a fabulous resource and a fantastic sales tool for the whole company. It allows us to take the marketing of the Group to a new level and adds value to everything we do. More importantly, it is an effective means of retaining a dialogue with our customers and suppliers as well as potential for developing new business.

Ashton Group Chairman, Tim Wills, further stated:

“The years ahead under our new branding will be both challenging and exciting. I know that we are well placed to face the opportunities of the 21st Century and that our new identity reflects our readiness.”