

New Look Swanline

UK based Swanline Print, the trade only supplier and creative designers to the point-of-sale and packaging industries, has today launched the results of its rebranding programme.

This has included a new style logo and cutting edge website and follows a series of significant investments coupled with rewarding increases in sales during 2008.

“We felt that our public image should more positively reflect our continuing progress and success,” said Swanline’s Nick Kirby.

“And revitalising our brand has given us the opportunity to look critically at our service offering and how we are perceived by the industry. We enjoy an excellent reputation for innovation and quality and it was important that we captured the unique nature of Swanline. I believe we have greatly enhanced a recognisable brand that our team is very proud of, and one with which our customers readily identify.”

