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New witwoods identity reflects focus on innovation

Global coatings specialist Witwood Food Products has launched a new website - www.witwoods.com.

The site forms part of a corporate rebranding exercise, which began last year with research into customer perceptions of the company.

The new Witwoods identity was rolled out in April and, according to Sales and Marketing Director, David White, it has been extremely well received:

"Our research suggested that whilst the Witwoods brand was instantly recognisable across the food industry it didn't really demonstrate our innovative approach, something our customers say sets us apart from other coatings suppliers.

"We haven't altered the logo dramatically - we're not making changes for change's sake - but we've modernised it to represent all of our global operations. We have also introduced food imagery as an integral part of our identity, reflecting the fact that we are a creative food company. Initial reactions have been extremely positive and feedback suggests that our corporate identity now better reflects the way we do business."

The rebrand comes as Witwood prepares for further growth following another year of record sales. David adds:

"It's a very exciting time for us. We have enjoyed another excellent year in the UK and Europe, developing relationships with existing customers and welcoming some new customers on board. We're now looking to strengthen our technical sales team in anticipation of continued growth through 2005."



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FOOD PRODUCTS