

What about Celcon?

In the UK, where H+H introduced aircrete to the housebuilding industry, we know that our Celcon Blocks product name is still widely recognised and the Celcon name will continue to be promoted as a product brand.

We have done our own research in the UK to understand how our customers see us and it is clear that Celcon is an important and valuable name for aircrete products. You may have noticed in 2018 that we introduced a "Celcon Inside" stamp to include on our marketing collateral, including promotional videos, literature and across our advertising.

This "Celcon Inside" stamp will continue to be used, supporting the new logo and making it clear to all our UK customers that Celcon Blocks are manufactured by H+H.

Celcon Blocks will continue to be promoted as the ideal building materials for housing and other structures – using H+H UK aircrete either in Traditional or Thin-Joint methods. We also market our offsite solution under the Celcon name with Celcon Elements, providing the essential components for this fast-build solution.

Combining the use of the Celcon product name with the consistent Group-wide branding gives us the best of both worlds. We are supporting a trusted product in this region with the full weight of an international organisation to back us up.



The timetable...

By the time you read this, our new brand strategy including our logo should be ready to roll in the UK and we plan to launch on 4th February 2019. Check out the website (www.hhcelcon.co.uk) to see how it is being used and you will also note our branded email templates have changed. If you would like to see more detail behind the principles of this rebranding initiative, then go to the explanatory page setting out a bit more detail and also view the video produced by Group and available here www.hhcelcon.co.uk/our-brand.

The logo itself is only one small part of the operation, of course. The Group design team has developed an updated style for our product literature and all the other printed and online communication tools that we use. The changes are subtle but well researched and we will soon begin to integrate the new Group look and feel with our own unique UK messages, capturing the best of both.

The last thing we want to do in the UK, however, is to spend a fortune reproducing all our marketing collateral. So where we have stocks of our product and technical brochures, business cards and promotional items, we will introduce the new brand only when we run out and need to reprint. Online, downloadable versions of the documents can be changed more quickly, as can internal documentation and this process is already underway.

More important is the way we talk to our customers. As described previously, our customers have overwhelmingly confirmed how important partnerships are to them. The brand change, therefore, provides a focus for all our client-facing people to discuss the benefits that partnerships bring and to focus on the whole wall-building service provided by H+H.

We haven't changed our service. We remain the leading provider of high-performance, long lasting wall solutions from foundations to eaves. What is changing is the way we present ourselves.

It's a small change on the surface, but represents a significant step forward for the H+H brand.

WINTER

JANUARY / FEBRUARY 2019

H+H InSite
PARTNERS IN WALL BUILDING

A new face for H+H

After a year of investment and development across the H+H Group, 2019 will see some very significant changes to both group and UK marketing strategy.



Why the change?

The H+H brand is synonymous with aircrete blocks across Europe. High-performing, trusted and essential products widely used for the construction of modern, efficient buildings.

But increasingly, H+H is about more than that. The building industry is changing fast and we need to make it clear that we have the solutions to meet that changing dynamic.

In Germany, Poland and Switzerland our operations now include the production of calcium silicate blocks. In the UK, we are making headway with our Celcon Elements and I-House offsite

solutions while continuing to promote our Thin-Joint and package building options alongside our trusted standard Celcon Blocks.

Most importantly, our products are all backed with the technical expertise to provide support at every stage of the building process.

As masonry specialists with unrivalled technical knowledge it is time for us to go large with the message that we are more than a manufacturer of commodity blocks: we really are **'Partners in Wall Building'**.

Cornerstones of the Strategy

Consistency is key to reflecting the close integration of all Group operations, despite the different markets in which we operate. A change in strategy and perception is required to enable H+H to grow our markets. This four cornerstones diagram highlights the basic tenants of our Group philosophy and whilst none of this is new to us here in the UK, it is the first time all Group companies will use global themes to promote our businesses.



This will include a change of logo throughout all Group companies (see below), on all websites, literature, advertising, presentations and promotions. You will see the change on our website and emails immediately and the new logo will replace the old across our literature and other printed documents over time.



Whose idea was this?

This development of our brand is not just a whim – we asked 678 individuals (from 60 key customers across Europe) what they wanted from their block supplier. We interviewed 200 of our own staff to ascertain feedback from their own dealings with our customers too.

The answer came back loud and clear: what they want is to work with trusted partners who can provide value at every stage of the design and build process, from drawing to finished building. Using fewer suppliers and building a strong working partnership makes complete commercial sense. Less time spent sourcing and negotiating with new companies and more time working together on providing efficient solutions.

And this works for us too. In the UK we have always worked to establish long term partnerships with our customers.

We make strong promises and we are absolutely committed to keeping our word. We don't try to be the cheapest supplier of aircrete – we promise to be the best.

The benefits to us are clear. In 2018 we had to manage a really tricky supply situation while the Borough Green factory underwent its upgrade. Throughout this process we not only retained all

of our existing customers but also created a strong pipeline of potential new buyers too.

This success was in part down to the great efforts of the project teams in ensuring the project was delivered on schedule but was also down to a long track record of delivering on our promises and looking after our partner customers. Sales can be created in a day – partnerships take years to nurture.

Our new logo takes this partnership promise to our entire customer base: not just the merchants but also the housebuilders and contractors who we promise to support with technical expertise as well as high-quality products. Our logo has always stood out from the crowd, now we have changed it just enough to reflect the promise we make to our customers – we are **'Partners in Wall Building'**.

The illustration below shows the guiding principles we follow and how the new strapline provides the best summary of what we are about.

We have a house of guiding principles

Our brand house highlights the uniqueness and heritage of the H+H brand. It's built on our promise to be **PARTNERS IN WALL BUILDING**, and works as a guiding star for both our company in general and for employees across markets and regions.

