



# Marshalls

Creating Better Spaces

**Marshalls is the UK's leading manufacturer of hard landscaping products and has been supplying superior natural stone and innovative concrete products to the construction, home improvement and landscape markets since the 1890s. Marshalls believes that the better its environment, the better it can be and strive to create products that improve the landscapes and create happier and healthier communities.**



### Market

In the public sector and commercial end market, Marshalls focuses on developing products that help architects, local authorities and contractors to create better spaces, whether it is street furniture, natural stone paving, block paving, water management or anti-terrorist products.

Marshalls' domestic customers range from DIY enthusiasts to professional landscapers, driveway installers and garden designers. Sales continue to be driven through the Marshalls Register of Accredited Landscapers & Driveway Installers.

Marshalls has an established and growing presence in Northern Europe, North America and China, and will soon be opening an office in the Middle East.

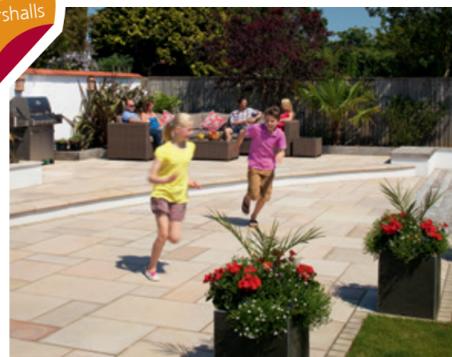
### Product

Marshalls places a focus on innovation and quality. It is committed to producing new products that better any existing market offering, to make them from the best materials it can source and to care about the impact on society and the environment.

Marshalls has become synonymous with quality; supplying prestigious landmarks such as Trafalgar Square, whilst also caring for the environment and communities in which it operates.

In 2015, Marshalls extended its commercial water management range with several innovative drainage products, as well as adding a number of products aimed specifically at the rail industry.

For homeowners, Marshalls offers the inspiration and product ranges to create gardens and driveways that integrate effortlessly with people's lifestyles. In 2015, Marshalls launched a range of Vitrified paving, a relatively new material to the UK market, as well as a product called Pavesys which speeds up the installation of a patio by up to 50%.



**DID YOU KNOW?**  
Trafalgar Square is paved with Marshalls Yorkstone.



**DID YOU KNOW?**  
Marshalls stone clads the new Bloomberg building in the City of London.

### Achievements

Marshalls remains at the forefront of sustainable business. Marshalls was the first company in the hard landscaping industry to belong to the Ethical Trading Initiative (ETI), Marshalls is committed to the implementation of the ETI Base Code, pioneering the ethical sourcing of natural stone paving from India and China.

Building on its work with the ETI, in 2013 Marshalls announced a three-year partnership with UNICEF aimed at tackling child labour in India's quarrying sector and furthering children's rights in China and Vietnam.

Following its acceptance in 2009, Marshalls remains a signatory of the United Nations Global Compact (UNGC) and its Group Marketing Director is Chair of the UNGC UK network.

In addition, The Carbon Trust has reaccredited Marshalls four times. Since 2009, the company has reduced its relative carbon footprint by more than 28 per cent and has made a commitment to reduce its carbon emissions by more than 3 per cent per year until 2020.

Marshalls remains the only organisation in the world to have carbon labelled its entire domestic range. It continues to be a constituent member of the FTSE4Good UK Index and an active member of Business in the Community.

### Recent Developments

In October 2015, UNICEF launched the Marshalls-funded research into child labour in the quarrying sector in the northern Indian state of Rajasthan. It is hoped that the findings of this research will lead to long-term interventions that will help to tackle child labour in the stone quarrying industry in India.

### Brand Values

Marshalls believes that everyone needs places that make them feel safer, happier and more sociable; places to be themselves where they can live, play, create and grow. Its core brand values are based on leadership, excellence, trust and sustainability.

Marshalls aims to be the supplier of choice for every landscape architect, contractor, installer and consumer, and for the brand to remain synonymous with quality, innovation and superior customer service.

### Promotion

Brand communications for both the domestic and commercial markets focus on the company's mission to create better spaces for all.

In 2015, the domestic business ran an advertising campaign called 'Paving to be proud of' to promote its products and the Register of Accredited Landscape Contractors and Driveway Installers to consumers.

The commercial business focused on the promotion of key growth areas of business, such as water management, internal stone paving, rail products and street furniture.

Marshalls has also continued to invest in its online presence with a focus on social media activity through Twitter, Facebook, YouTube and Pinterest.



### Brand History

- 1890** Solomon Marshall starts to quarry in Southowram, Halifax and, in 1904, establishes S. Marshall & Sons Ltd in West Yorkshire.
- 1947** A second production site is opened, manufacturing lintels, steps and fence posts. In 1948 an engineering division is established.
- 1964** Marshalls becomes a plc with shares quoted on the London Stock Exchange.
- 1972** New product development sees the introduction of block paving and the famous 'Beany Block', which combines drain and kerb.
- 1988** Brick manufacturer George Armitage & Sons is acquired, becoming Marshalls Clay Products.
- 2004** Marshalls acquires Woodhouse, expanding its product offering to include design-led street furniture, lighting and signage.
- 2009** More than 2,000 of Marshalls' commercial products now have a Carbon Trust Carbon Reduction Label.
- 2011** Marshalls announces a European venture, Marshalls NV.
- 2012** Marshalls is an official supplier to the London 2012 Olympic Park. An office opens in Xiamen, China.
- 2013** Marshalls opens an office in North America and announces a three-year partnership with UNICEF.
- 2014** Marshalls is accredited by the Living Wage Foundation.
- 2015** UNICEF launches Marshalls funded research into child labour in the Indian Sandstone sector.

OVER THE LAST 15 YEARS MARSHALLS HAS SUPPLIED ENOUGH KERB TO **CIRCLE AROUND THE WORLD TWICE**