



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 strives to create products that improve landscapes and create better environments to develop happier and healthier communities.

Market

In the public sector and commercial markets, Marshalls focuses on developing products that help architects, local authorities and contractors to make better spaces, whether it is landscape furniture, natural stone paving, stone cladding and facades, block paving, water management, or landscape protection products.

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

Marshalls has an established and growing presence in the Middle East, Northern Europe, North America, and China.

Product

Marshalls is committed to producing new products that better any existing market offering, and to make



them from the best materials it can source. Over the years, Marshalls has continued to develop and expand its products and services to both the commercial and domestic markets.

In the public sector and commercial market, Marshalls satisfies the needs of a diverse commercial customer base, which spans local authorities, commercial architects, specifiers, contractors and house builders. It offers them unrivalled technical expertise, manufacturing capability and an enviable product range, including superior natural stone, innovative concrete hard landscaping products, water management solutions, rail products, landscape protection products, landscape furniture, and natural stone cladding as well as facades.

Marshalls' domestic customers range from DIY enthusiasts, to professional landscapers,



OVER 14.5 MILLION MINUTES OF MARSHALLS' YOUTUBE VIDEOS HAVE BEEN VIEWED

driveway installers and garden designers, and Marshalls specialises in helping them to create beautiful, yet practical outdoor spaces that families can enjoy for years to come. Marshalls' extensive product ranges are designed to inspire, combining quality, elegance and durability in both traditional and cutting-edge designs, with products to suit every taste and style.

Achievements

Environmental responsibility has been key to Marshalls for many years. Indeed, by 2009 more than 2,000 of Marshalls' commercial products had a Carbon Trust Carbon Reduction label. Sustainability remains at the heart of everything Marshalls does, and the company remains at the forefront of sustainable business. As the first company in its sector 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, and has remained a signatory of the United Nations Global Compact since its acceptance in 2009. Marshalls was first awarded The Fair Tax Mark in 2015 and has now been accredited with the mark for three consecutive years, and also as a Living Wage Employer in recognition of the business' commitment to transparent tax processes and responsible pay respectively.

Recent Developments

Following on from a successful charity partnership with Prostate Cancer in 2016, Marshalls chose Mind as its corporate partner charity for 2017. Marshalls was committed to fundraising for this worthy cause throughout 2017 via various different events, initiatives and challenges.

In 2016 Marshalls published its Modern Slavery Statement, furthering its commitment to corporate social responsibility and 2017 saw

Marshalls partner with anti-slavery organisation Hope for Justice. Marshalls is taking huge steps in order to identify and eradicate slavery from its supply chains, and in recognition of this, the company was shortlisted for the 2017 Thompson Reuters Foundation Stop Slavery Award. Additionally, Marshalls was the first organisation to achieve the BRE Global Ethical Labour Sourcing Standard Verification (BES 6002).

Furthermore, Marshalls launched a range of artificial grass as a new addition to its domestic product range. Three types of grass are available which compliment an already extensive range of landscaping products.

Finally, 2017 saw Marshalls join the Made in Britain movement – a not-for-profit organisation that aims to unite all British manufacturers and promote British manufacturing. Marshalls Group Marketing Director, Chris Harrop, is also Chairman of the organisation.

Promotion

Across the group of businesses, Marshalls continues to invest heavily in communications. The 2017 domestic advertising campaign, Not all driveways/patios are created equal, was used to promote the business' landscape products to trade and consumer audiences.

The commercial business focused on highlighting the ethical risk of specifying natural stone products, and ran an integrated campaign for the newly launched Ethical Risk Index, which aims to highlight potential issues when it comes to stone sourcing

in a number of well-known countries. The Ethical Risk Index (ERI) uses a bespoke, independently audited scoring framework and gives a genuine insight into the ethical challenges facing stone procurers to allow for more informed decision-making.

Alongside this, the commercial business also launched a Housebuilder product package that contains a complimentary suite of products that have all been designed with housebuilders in mind. The package ensures that all products supplied are cohesive and provide an attractive aesthetic on any housing scheme.

Furthermore, Marshalls continues to lead the way in thought leadership, and has been featured on a number of BBC news programmes discussing the importance of Landscape Protection products in light of recent terror attacks, and how they can be attractively integrated into landscapes without compromising on a design's aesthetic or affecting pedestrian movement and interaction.

Brand Values

Marshalls' shared values of Leadership, Excellence, Trust and Sustainability underpin the company and are important to the continued success of the business.

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.

Brand History

- 1890** Solomon Marshall starts to quarry in Southowram, Halifax, and in 1904 establishes S. Marshall and 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' that 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.
- 2011** Marshalls announces a European venture, Marshalls NV.
- 2012** Marshalls is an official supplier to the London 2012 Olympic Park. In addition, an office is opened in Xiamen, China.
- 2014** Marshalls is accredited by the Living Wage Foundation.
- 2017** Marshalls acquires precast concrete manufacturer, CPM.



Superbrands®

Annual 2018

An insight into some of Britain's strongest brands

This case study is reprinted from
the Superbrands Annual 2018

ABOUT SUPERBRANDS

Superbrands is the definitive benchmark for brands who've set the agenda, outwitted the competition and built enviable reputations.

The UK's Superbrands are identified annually through an extensive and robust research process that measures the equity of thousands of brands, in both direct-to-consumer and business-to-business markets. Only the most highly-regarded achieve the status of Superbrand. The Superbrands Annual, first published in 1995 and now in its 19th volume, tells the story of many of these successful brands, exploring their history, development and achievements, showcasing why they are much-loved. These case studies provide valuable insights into the strategies and propositions of the brands that consumers and business professionals trust and admire.

The Superbrands organisation identifies and pays tribute to exceptional brands throughout the world. The UK programme is run under license by The Centre for Brand Analysis (TCBA).

WHAT IS A SUPERBRAND

All voters considered the following definition and criteria when judging the brands:

'A Superbrand has established the finest reputation in its field. It offers customers significant emotional and/or tangible advantages over its competitors, which customers want and recognise.'

Quality: Does the brand provide quality products and services?
Reliability: Can the brand be trusted to deliver consistently?
Distinction: Is it well known in its sector and suitably different from its rivals?

Over 3,000 brands – representing the major names across 145 categories – were evaluated for Superbrands status in the UK this year. Voters in the 2018 process included 2,500 British consumers, 2,500 UK business professionals – with purchasing or managerial responsibility within their business – 26 senior business-to-business industry leaders, on the independent and voluntary Business Superbrands Council, and 34 leading consumer marketing experts, on the Consumer Superbrands Council.

TCBA