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 for developers, builders and homeowners.

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, paving and cladding, driveways, soil pipes, water management, or landscape protection products.

Marshalls’ domestic customers range from homeowners to professional landscapers, and facades, block paving, water management, to make better spaces, whether it is landscape protection products, landscape furniture, natural stone, innovative concrete hard landscaping products, and an enviable product range, including superior natural stone paving from India and China, and has been awarded the Ethical Risk Index (ERI) for three consecutive years, and also as a Living Wage Foundation.

Promotion

Across the group of businesses, Marshalls continues to invest heavily in communications. The 2017 domestic advertising campaign, Not all driveways/aerial television commercials, are designed to inspire, combining quality, aesthetic or affecting pedestrian movement without compromising on a design's interaction.

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

More than 14.5 million minutes of Marshalls’ YouTube videos have been viewed.

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 be issuing the ethical trading initiatives (THE), Marshalls is committed to the implementation of the C83 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.

Brand History

1911

Clay Products.

1922

Marshalls was first awarded The Fair Tax Mark by the Tax Justice Network, and has now been accredited with the Ethical Labour Sourcing Standard Verifi cation Award. Additionally, Marshalls was the first organisation to achieve the BREEAM Global Ethical Labour Scoring Standard (58). Additionally, Marshalls was the first organisation to achieve the BREEAM Global Ethical Labour Scoring Standard (58).

2007

Marshalls is committed to producing new products to improve landscapes and create better environments for developers, builders and homeowners.

Brand Values

Marshalls’ shared values of Leadership, Excellence, Trust and Sustainability underpin the company’s purpose 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 customer, and for the brand to remain synonymous with quality, innovation and superior customer service.

Superbrands UK Annual V19

marshalls.co.uk
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.