

Press Release



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For immediate release

Schöck launches new brand design at Ecobuild

Construction products manufacturer Schöck has developed a new brand design, which is being rolled out worldwide across the 14 companies in the Group. The UK launch being at this year's Ecobuild. Competence and dependability are the attributes that form the core of the brand. Eberhard Schöck, the company founder, has remained a strong driving force over the last 55 years with his inventive product ideas, particularly the ground-breaking Isokorb structural thermal break. And during this time, Schöck has evolved from being a small local construction company to a major international manufacturer of construction products. The construction market though is a busy and competitive environment and Schöck recognises the value of successful branding in helping to differentiate itself in this sector.

Dependable by design

As a result, the brand presentation has been carefully reworked, with the first distinctive change being the new claim – 'dependable by design' – a guiding principle that features as the central theme in all future communication. The tried and trusted elements of the brand, such as the blue and yellow corporate colour scheme, for which there is strong recognition, will remain. These elements being cleverly developed with subtle changes to the entire communications portfolio.

- Ends –

Contact Schöck on 01865 290 890 or visit the website at www.schoeck.co.uk for a free copy of the Schöck Thermal Bridging Guide; the Schöck Specifiers Guide and to view the full range of downloadable software.

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Notes to the editor

A leading European supplier

Schöck has grown to become Europe's leading supplier of innovative structural load bearing insulation products. The main product is the Schöck Isokorb – a thermal break for various types of cantilever constructions in new buildings and for renovation. Its headquarters are at Baden-Baden in southern Germany and there are subsidiary companies in Great Britain, France, Austria, Switzerland, Italy the Netherlands, Belgium, Poland, Hungary, Russia, Japan, Canada and the USA. Sales teams and partners operate in many other European countries and also Australia and South Korea. Schöck is committed to providing the highest level of technical back up and comprehensive customer service to the construction industry.

Image and Caption

[Logo Schöck.jpg]



*This guiding principle will feature as the central theme in all future communication.
Image: Schöck Ltd.*