



BEST BRANDING & POSITIONING

CMA AWARDS 2026 ENTRY

From Roofing Supplier to Strategic Partner

Unlocking the Potential Above Every Building. For Better Living.

A brand transformation that unified five proposition pillars, increased NBS specification additions by 116 per cent, drove 208 per cent growth in listing views, and continues to deliver the highest LinkedIn engagement of any benchmarked roofing competitor.



ONE BUSINESS, FIVE PROPOSITIONS:

Waterproofing, Renewables, Social Value, Training and the Insurance Backed Guarantee

+116%

ADDED TO SPEC

NBS, 75 to 162

+208%

LISTING VIEWS

NBS, year on year

#1

FOR ENGAGEMENT

of all competitors

£345

PER SPECIFICATION

cost of the programme



UNIFYING PROPOSITION

Unlocking the potential above every building.

Langley delivers fully integrated roofing and renewable solutions that protect assets, maximise performance and unlock long-term value above every structure. Supported by trusted financial protection and a commitment to developing skills and careers across the industry, we deliver solutions that leave a lasting positive legacy For People, For Places, For Our Planet - For Better Living.

A purpose, vision and values were defined, the guidelines refined rather than replaced, and a Brand Playbook produced so the whole business told one story. Five scattered product lines became five clear propositions under one mark. Twelve months on, specifiers are acting on it: Langley listings were added to specifications 116 per cent more often, and the brand now generates more LinkedIn engagement than any roofing competitor benchmarked. By building the brand foundation and the consistency to go with it, Langley now has a robust platform to build on in 2027.

"More than just a roofing company. Always looking for more environmentally friendly ways."

Independent brand research, unprompted response, MRA Research 2026