

Confidence from source to customer

Global Stone's brand structure had not kept pace with the business. Overlapping brands shared teams, systems and products while competing for recognition and investment. Research showed that simplification was essential, but also revealed valuable loyalty towards Digby Stone. SLG therefore recommended operational consolidation alongside a managed customer transition.

Global Landscaping became the umbrella for a clearer, scalable portfolio. 'Confidence from source to customer' translated control of sourcing, quality and fulfilment into a meaningful customer promise, supported by a new identity implemented across digital, product and trade communications. The work changed how the business operated, concentrating its ranges, teams and investment behind one long-term brand.

