

Place UK



Since the company's inception in 1954, Place UK have grown and diversified their own operations to meet the demands of an expanding customer base, including most of Great Britain's leading supermarkets and food suppliers. Their supply lines are 90% supporting the British marketplace and 10% export.

Place UK have, in the space of the last 50 years, built an enviable reputation for quality and reliability, and for creating delicious flavours in their rapidly expanding fruit supply chains.

They are recognised as one of the U.K.'s leading growers and processors of high quality soft fruits for major British supermarkets, including M&S, Tesco, Waitrose, Sainsbury's and the Co-Op.

ETT Brand Delivery have worked with Place UK on updating their main brand image, working on a sub brand portfolio as well as completely redesigning the Company's literature inventory and through sister company, Affinity New Media, providing them with a dynamic web presence reflecting the updated core brand and new documentation style.



Detailed product sheets were designed to match the new brand identity.



The client required a subtle modernisation of the existing brand.



ETT Brand Delivery redesigned the client's corporate information folder.



Home-grown fresh fruit is at the heart of Place UK's philosophy.



Specialist food photography was used in many cases to explain the client's turn-key processes.



From fresh fruit to puree...

case study Place UK



Food preparation also encompasses pasta and pulses



As well as direct fresh produce, Place UK also operate a significant food processing division which is also marketed by ETT Brand Delivery



Sister company, Affinity New Media, produced Place UK's superb website



Place UK are famous for their UK grown strawberries – used in the majority of UK supermarkets.



The new brand subtly encompasses the technical boundaries Place UK are constantly striving to push forward.



Literature is designed to present all foodstuffs beautifully and technically correct



Eye catching photography was used very successfully.

ettbranddelivery

Norwich. London. Nottingham.

Head Office: 17-23 Ber Street . Norwich . Norfolk NR1 3EU | T: 01603 663086

More case studies available at: www.ett.co.uk

ett group companies include:

affinitynewmedia
affinityi-marketing