



Northwood Hygiene Products Ltd

Northwood Hygiene Products Ltd is a market leading supplier of away-from-home professional paper hygiene products and is one of four divisions within the wider Northwood Group.

Northwood Hygiene Products Ltd has a completely integrated supply chain overseeing the tissue manufacturing process from raw material supply, tissue and towel manufacturing and converting to storage and transportation. It owns a number of market leading brands including Bay West, Leonardo, Essentials, Optimum Professional, Perform and Optimum ProWipers.

Challenge

Following years of organic growth and the recent acquisition of Disposables UK, Northwood Hygiene Products Ltd needed to clearly communicate its enhanced position in the paper hygiene products sector. It also needed support across a broad range of marketing activities for each of its main brands. Marketing Manager Paul Mulready wanted to work with an agency able to offer a broad range of marketing services and strategic, account director level input to the business.



"It's good to know that whatever I'm working on I can just pick up the phone and speak to FIG for an honest opinion, a different perspective and marketing advice that's grounded in knowledge and experience."

Paul Mulready, Marketing Manager Northwood Hygiene Products Ltd

CREATIVE

Solution

In 2016, following the success of a one-off web project, Northwood Hygiene Products Ltd appointed FIG as its Marketing Partner to provide branding, messaging and design work across all its product portfolios.

FIG immediately began work supporting Northwood Hygiene Products Ltd with design visuals for a major European exhibition, as well as strategic branding and messaging for a number of products. The team also developed a new responsive website and sales brochure for Essentials Tissue, before moving on to create brand identities and packaging designs for Northwood Hygiene Product Ltd's Whisper range of toilet tissue and kitchen roll.

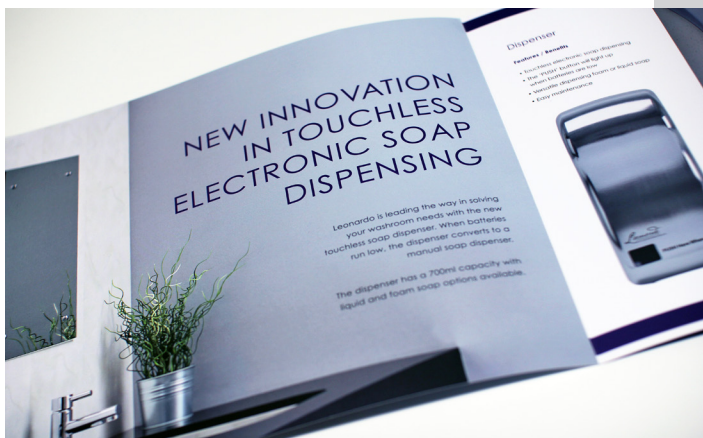
Other projects FIG has been involved in include product photography for Northwood Hygiene Product Ltd products on the NHS supply chain website, a brochure for NHS customers, business signage and the re-brand of the Northwood Group's corporate identity.

FIG is currently working with Northwood's on its digital brand positioning strategy and online presence.

Benefits

In addition to the creative input FIG provides, Northwood frequently calls on FIG as a sounding board for strategic decision-making and the director-level input Northwood receives is especially highly valued because of the objectivity it provides. The FIG and Northwood teams meet regularly to exchange ideas about the business's design and digital strategies.

Working this closely means FIG has a strong understanding of Northwood business, which means it can respond quickly and effectively to any request for marketing assistance and Northwood only has to deal with one marketing supplier. The flexibility and versatility of this way of accessing additional marketing expertise gives Northwood a real commercial advantage.



"Our needs fluctuate from between design, communication and digital requirements depending on our business priorities. It's much more cost effective to dip in and out of FIG's resources than to provide it permanently in-house."

Paul Mulready, Marketing Manager Northwood Hygiene Products Ltd

