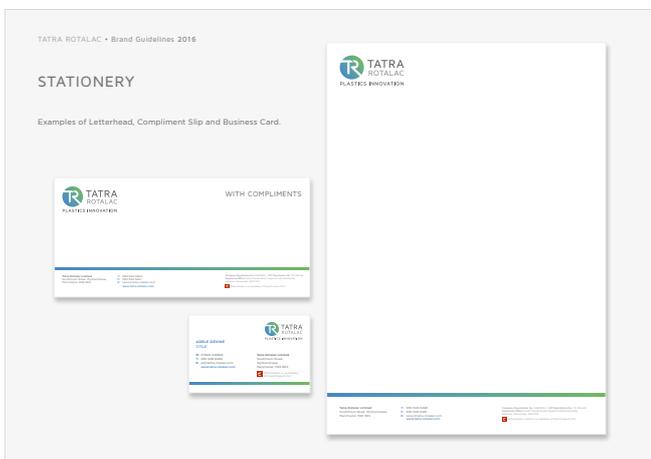
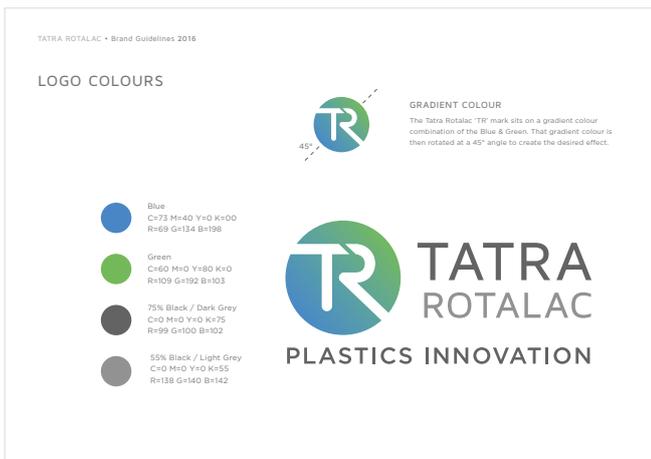




CREATIVE

Tatra Rotalac

Tatra Rotalac specialises in the manufacture of plastic extrusions and injection moulding for customers across a wide range of sectors across the UK and throughout the world. It has 25 production lines at its 40,000 sq. ft. factory.



Challenge

In 2016, Coral plc reviewed the operations and customer base of two of its wholly owned subsidiaries, Tatra Plastics Limited and Rotalac Plastics Limited and it was decided to merge them. Coral plc wanted the new entity to have a unique brand identity that would strengthen its position in the marketplace and communicate the full range of products and capabilities it offered.

A new website and complete suite of marketing collateral would also need to be designed and produced.

Marketing Manager at Coral, Adele Devine, had been impressed by FIG's design and branding work for GOP, another of Coral's subsidiaries and a member of FIG's prestigious Marketing Partner Programme and after a brief conceptual discussion, appointed FIG to the project.

"FIG seemed intuitively to know what we wanted and then delivered on it quickly and professionally."

Adele Devine, Marketing Manager at Coral plc



CREATIVE

Solution

In a short timescale, FIG drew up a new branding strategy including top level messaging and company strapline highlighting Tatra-Rotalac's products and expertise, its status as an approved supplier for organisations like BT and Network Rail and its overseas reach.

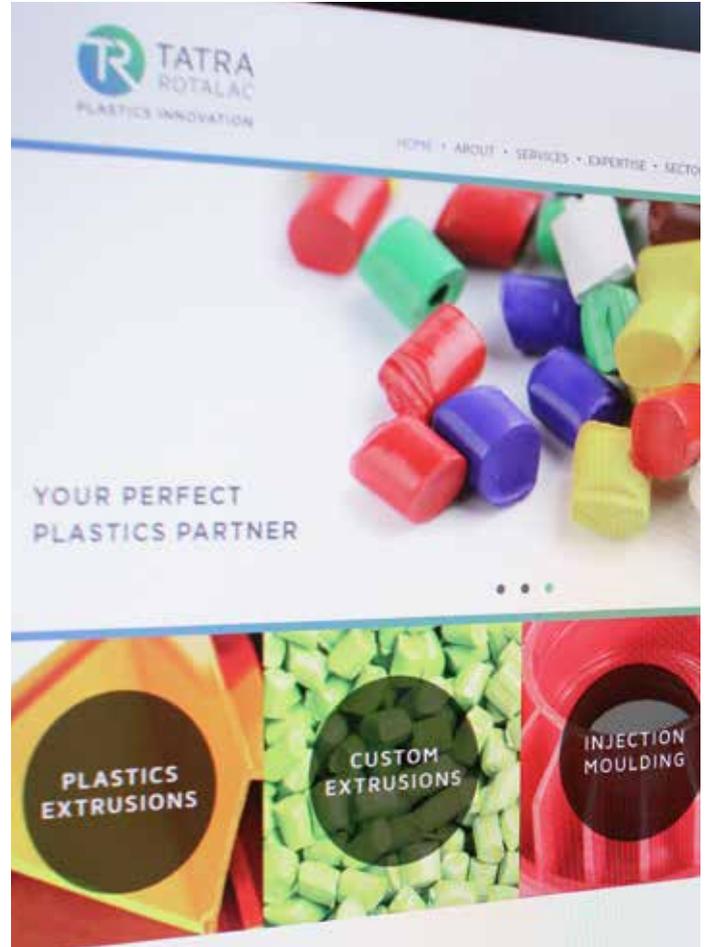
Tatra Rotalac's new logo takes its colours from both Tatra Plastics Manufacturing and Rotalac Plastic's original logos which are used in a way to symbolise the two companies merging. The shapes reflect those used in the extrusion process.

The website FIG built for Tatra-Rotalac uses bold colours and sharp images for a clean, modern feel. It combines the information from the pre-existing websites in a way that is readable, informative and easy to navigate.

FIG also wrote and distributed a press release communicating the merger to trade press and delivered a full suite of marketing collateral in the new brand style.

"FIG has been absolutely brilliant, the entire process including branding, stationery, web and PR has been really smooth. Everyone I have come into contact with has been a great help. The result is fantastic, a really professional job and we're really proud and excited for the future."

Adele Devine, Marketing Manager at Coral plc



Benefits

The FIG team's experience and understanding of the plastics sector meant it was able to respond accurately to the brief and translate the brand concepts agreed into reality. Its contacts in the plastics trade press ensured that news of the merger was covered in key trade titles including Plastics & Rubber Weekly and British Plastics & Rubber. Tatra-Rotalac now has a consistent brand identity across all customer touchpoints and is strongly positioned in the marketplace.

Throughout the project the team at Tatra-Rotalac benefitted from immediate access to FIG's team of Creative, PR and Digital experts and since the project continues to call on FIG as its very own outsourced marketing department. Since the branding project was completed FIG has been invited to quote for three other websites for Coral plc.