

## **A&P GROUP TARGETS NEW MARKETS IN MARINE ENGINEERING - And unveils new corporate identity –**

A&P Group is embarking on a strategic marketing drive to promote its engineering and fabrication services to new industry markets particularly the oil and gas and renewable energy sectors. The company has unveiled a new corporate ID and brand styling in line with its vision for the future to become a leading international marine engineering organisation.

The new look, alongside the business and marketing strategy, demonstrates that A&P Group's engineering capabilities and services are extensive and reach beyond the shipping industry, where the company has earned itself the position as one of the UK's foremost ship repair and conversion businesses.

A&P Group's new brand style has also been created to reflect the company's determination to maximise the benefit of consolidation of its three UK yards in Falmouth, Tyne and Teesside into a cohesive operational unit and, its changing market proposition.

A&P Group has moved from its insignia of over three decades and created a new bold logo and two sub brands of A&P Marine and A&P Energy, alongside a company tag line "Engineering Strength".

Chris Bell, Group Managing Director at A&P Group explained:

"Over recent years our proposition has changed from our established offering of ship repair and conversion to working on projects unrelated to the shipping sector. Our customers are now international Oil and Gas companies, and more recently renewable energy organisations.

"Across these sectors we are working on innovative and highly complex projects and we needed to communicate that we have these capabilities. This required a new strategy for the company and brand to demonstrate our vast expertise and our depth of knowledge in marine engineering".

The brand strategy and design was undertaken by UK branding and communications agency TDG Integrated who have previously worked with shipping and marine clients.

Andrew Golding, Strategy Director at TDG Integrated commented:

"A&P is a unique and strong business with serious engineering facilities here in the UK. It was clear this business needed to reflect its growing scale and capabilities to create a wider market appeal and presence. A&P Group have a dedication and passion to deliver engineering projects with the highest level of expertise and integrity and the brand styling now portrays that business force."

A&P Group have launched a new corporate website [www.ap-group.co.uk](http://www.ap-group.co.uk) <<http://www.ap-group.co.uk>> and a corporate video.

A&P Group will be exhibiting for the first time utilising the new corporate ID and styling at renewable energy exhibition All Energy, in Aberdeen on 18 and 19 May, and international shipping exhibition Norshipping in Oslo, Norway on 24-27 May.

Ends

For further press information contact Dee Byrne at TDG Integrated on 01293 452 866 or email [d.byrne@tdgintegrated.com](mailto:d.byrne@tdgintegrated.com) <<mailto:d.byrne@tdgintegrated.com>>

Editors notes:

A&P Group is one of the largest ship repair and conversion companies in the UK with an annual turnover of approximately £96 million. The company is 100 per cent privately owned, employs 600 people across the UK and uses a network of worldwide agents. Operating across three strategic yard sites and seven fully operational large scale dry-docks in the UK, A&P Group's three yards are located in Hebburn on the river Tyne, on the River Tees near Middlesbrough and at the port of Falmouth on the south west coast, a natural deepwater harbour.