

# PRESS RELEASE

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## Marshalls retain Superbrand status for 10<sup>th</sup> consecutive year

Marshalls plc has today announced that it has been awarded Business Superbrand status for the 10<sup>th</sup> consecutive year.

The Business Superbrands survey has been tracking the perception of a wide-range of business brands in the UK since 2001. This year's survey evaluated just shy of 1,600 brands across 63 categories. Only the most highly regarded brands from each category are awarded Superbrand status.

Marshalls has been supplying superior natural stone and innovative concrete products to the construction, home improvement and landscape markets since the 1890s, including prestigious landmarks such as Trafalgar Square.

The Superbrand research process was managed by The Centre for Brand Analysis (TCBA) in partnership with Dynata, one of the world's leading data research companies. It

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**Marshalls**  
*Creating Better Spaces*

follows a voting process involving 2,500 UK business professionals, supplemented by an expert council comprising 24 senior business-to-business marketing leaders.

All voters were asked to judge brands against the three core factors inherent in a Superbrand: quality, reliability and distinction. Additionally, brand perception and voting by individuals is also influenced by a range of both short and long-term factors, from the brand's current profile to its latest marketing activities and new product and service developments, giving a holistic picture of how brands are currently perceived.

Unusually for an industry award, brands do not pay or apply to be considered - in order to provide a broad review of the market and identify the strongest brands in each category, all the key players in each sector need to be voted on.

**Stephen Cheliotis, CEO of The Centre for Brand Analysis (TCBA) and Chairman of Superbrands comments:**

“In unsettled times, businesses that are well-regarded and possess a positive reputation benefit from competitive advantage over weaker branded rivals, providing greater immunity against short-term market volatility.

“Being perceived by buyers and influencers as a leading Business Superbrand is a positive business signal, while also recognition of the hard-work and dedication of the employees of each business attaining Superbrands status.”

**Chris Harrop, Marshalls Group Marketing Director, said:** “A decade as a Superbrand is a fantastic achievement for Marshalls; our brand is one of our biggest assets and a lot of work goes in to make sure it remains synonymous with quality, innovation and trust.

“We are delighted to be named as a 2019 Superbrand, and it is testament to the hard work and commitment from our 2,500 strong workforce.

“We are thrilled to have been awarded this accolade for the tenth consecutive year, and would like to thank all those who voted.”

The overall top 10 Business Superbrands for 2019 are:

1. Apple
  2. Microsoft
  3. Emirates
  4. British Airways
  5. Samsung
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6. PayPal
7. BP
8. Mastercard
9. Google
10. Visa

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## About Marshalls

**Marshalls** is the UK's leading hard landscaping manufacturer and has supplied some of the most prestigious landmarks in the UK with hard landscaping solutions since the 1880's. Marshalls strives to improve environments for everyone by creating integrated landscapes that promote well-being, use fairly traded stone, provide products that alleviate flood risks, to creating innovative protective landscape furniture.

Images attached to this release are of Trafalgar Square, London and the National Memorial Arboretum. Further images, including of Marshalls domestic work, are available on request.

## About Superbrands

The Superbrands organisation identifies and pays tribute to exceptional brands throughout the world. The UK programme is run under license by The Centre for Brand Analysis (TCBA). A selection of identified Superbrands are celebrated in the Superbrands Annual, first published in 1995 and now in its 20th volume in the UK. The book explores the history, development and achievements of the nation's leading brands, showcasing why they are well-regarded and providing valuable insights into each brands strategy and proposition.

## What is a Superbrand?

All voters considered the following definition and criteria when judging the brands:

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'A Superbrand has established the finest reputation in its field. It offers customers significant emotional and/or tangible advantages over its competitors, which customers want and recognise.'

- Quality: Does the brand provide quality products and services?
- Reliability: Can the brand be trusted to deliver consistently?
- Distinction: Is it well known in its sector and suitably different from its rivals?

### **About Dynata**

Dynata is one of the world's leading providers of first-party data contributed by people who opt-in to member-based panels. With a reach that encompasses over 60 million people globally and an extensive library of individual profile attributes collected through surveys, Dynata is the cornerstone for precise, trustworthy quality data. Dynata serves nearly 6,000 market research agencies, media and advertising agencies, consulting and investment firms as well as healthcare and corporate customers.

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