



Leapfrog helps CI Logistics convey the right message.

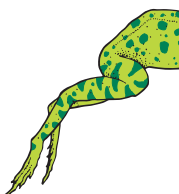


CI Logistics
Conveying Innovation

CI Logistics is a market-leading UK supplier and manufacturer of quality materials handling and storage systems.

The company supplies equipment internationally including overhead conveyors, floor conveyors, garment conveyors and storage systems; it also has an in-house electrical controls design and build service enabling it to provide innovative solutions to all materials handling challenges.

PTO...



“When we appointed Leapfrog Marketing as our sole marketing partner,” explains Gary Bale managing director of CI Logistics, “we took somewhat of a leap of faith. The previous agency had been with us for many years and so knew our business inside out. Whilst Leapfrog had experience in the logistics and materials handling market, they had never worked with a conveyor company before.

“Looking back, I think it was their professionalism and positive attitude that won me over. They take a strategic approach to everything they do and consequently have delivered marketing campaigns that build year on year.

“They look after all our marketing from public relations and web development to email marketing and business social media. They have had particular influence on our corporate identity, helping us formulate a plan to streamline the number of brands we used to trade under down to one all-encompassing brand.

“The house style they have created for us works well across digital and print media giving us an instantly recognisable image which has helped build our brand awareness. I am particularly pleased with the corporate brochure they designed and produced for CI – it successfully communicates our brand values.

“Everyone in the Leapfrog team takes pride in what they do and it shows in the PR they have generated for us. We know when they contact our customers to carry out research for case studies or press releases they will conduct themselves in a totally professional manner and get the best possible story.

“If you're looking for a marketing partner that you can trust and that will always be on the look out for ways to improve your profile, then I would recommend talking to Leapfrog,” concludes Bale.



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Gary Bale
Managing Director
CI Logistics

