



*Boardcraft is one of the UK's leading wood processors and distributors of high quality panel products. Services include cutting, CNC machining, edgbanding and laminating/bonding.*

*“Leapfrog quickly showed an in depth understanding of our needs. They have refreshed the Boardcraft logo bringing it right up to date – cleverly making the transformation without losing our original identity.”*

*Bill Chambers  
Managing Director, Boardcraft*

### What did the client want?

Following a devastating fire in its main production facility, Boardcraft wanted to relaunch the company and underline that it was business as usual. The initial project it engaged Leapfrog to carry out was a public relations campaign detailing the significant investment in machinery and software the business had made to get it back on track. More recently, Boardcraft asked Leapfrog to refresh its brand identity whilst maintaining its existing overall look and feel, and to modernise the Boardcraft website to attract sales enquiries.

### What did Leapfrog do?

Using its established contacts in the UK wood processing industry, Leapfrog put together a powerful case study ‘Boardcraft rises like a phoenix’ which gained good exposure for the company in both trade media and local press. Overall the work Leapfrog has done for Boardcraft includes:

-  Public Relations
-  Website Development
-  Corporate Identity
-  Photography

### What were the results?

“Leapfrog’s expertise in visual communications as well as their skilful copywriting has helped to raise awareness of Boardcraft, positioning it as a well-resourced business with an established reputation for quality wood-based panel products and wood processing.

*“Their knowledge and experience of the industry has enabled them to develop our website so that it reflects not only the services we offer, but also the character, professionalism and traditional values of the business.”*

*Bill Chambers  
Managing Director, Boardcraft*