



Sales and product literature

- advertising
- branding
- corporate ID
- corporate literature
- direct mail
- exhibition design
- marketing literature
- new media
- packaging
- signage
- websites

Product range overview



Corporate brochure



Product and brand press campaign

Launching Sala into the 21st century

Raincoat won the tender for design and marketing services for Capital Safety at a point when everything from sales literature and advertising to PowerPoint presentations and exhibitions was in desperate need of an overhaul.

The first of the brands that needed urgent attention was Sala.

Although Sala had a world renowned reputation, the height safety industry was becoming much more competitive. Dynamic new players were emerging, making very big promises, so reputation alone was not enough to guarantee Sala its market position. It was time to tell the real story.

Whilst recognised throughout the sector as an authority, and a watchword for quality, it had unfortunately become 'the grand old lady of the industry', and needed launching into the 21st century.

Bernard Warren, managing director for Sala explained, "Not long after I was appointed, it was very apparent that we had a lot of work to do. The marketing was in the dark ages and the business processes needed a complete overhaul. I had the knowledge to deal with the business side, but needed to find an organisation that could help us tell our story, in the right way, to the right people. When Raincoat presented to us, they stood head and shoulders

above all the other agencies. They seemed to grasp exactly what we were trying to achieve very quickly and as people, they were the most straight forward and easy to get on with. Their client services director, Marc Hitchens, seemed to make it his personal mission to know as much about our business as possible, which ultimately made working with Raincoat much easier, because they really understood our products, who we were and what we were about."

"By the end of the first stage, our business processes were streamlined, and we had a very cohesive suite of literature. Our product and brand advertising was much more effective

and appeared in all the right publications, and the overall confidence of the business was unrecognisable.

Raincoat has also been instrumental in changing the way we present ourselves in the UK and overseas – from signage in reception areas, to promotions for our other brands."

"Raincoat really understood our products, who we were and what we were trying to do."

Bernard Warren, managing director – Sala