

# brandgraphica™

## Task

## Client

Travis Perkins, a leading supplier to the UK building and construction industry, supplies more than 100,000 product lines to professionals and self-builders including general building materials, timber, plumbing & heating, landscaping materials and tool hire.

## Project

HIRE Newsletter

## Description

Hire News was created to increase awareness of the tool and equipment hire offer available at Travis Perkins. The client wanted to promote Travis Perkins as a credible hire supplier. As well as informative articles on Health and Safety, how-to-guides, regulation changes etc., it has inspirational articles and interviews all put together by our writers and researchers. Hire News also highlights any new and seasonal items available for hire.



Get the full story, talk to  
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