



PRESS RELEASE

London, UK, 17th December, 2012

RENEWABLE ENERGY BRAND 'NATURAL SPARX' WINS PRESTIGIOUS CONSTRUCTION MARKETING AWARD

Organised by The Chartered Institute of Marketing Construction Industry Group ([CIMCIG](#)) the Construction Marketing Awards showcase creativity, innovation and effectiveness in marketing and strategy. After being short-listed for two awards, the Natural Sparx brand was announced winner of 'Best branding and positioning' at the awards ceremony in London.

Why Natural Sparx?

In a growing renewables market, the UK arm of electrical distributor Rexel saw an opportunity to provide a superior service to renewable energy professionals through an online store that provided flexible delivery, direct to their door.

Offering a complete range of Solar equipment and accessories and now also Biomass products, Rexel UK branded the new division <http://www.naturalsparx.co.uk> and developed a range of benefits for installers to enhance the offering, including a flexible delivery service and highly competitive pricing.

The brand identity needed to be easily recognised within a highly competitive market and gain momentum quickly, conveying the benefits of engagement simply and clearly. The new offering and brand was to be marketed through an integrated approach combining on and off-line channels to raise awareness and encourage account registration.

Working with their creative agency ThinkTank, Rexel UK were able to achieve this aim and the result was a high impact brand identity that stands out within the renewables space, using a colour chart in shades of orange in an industry that usually features a lot of blue and green in brand identities and advertising.

The brand and online store were launched at Ecobuild in March 2012 and the integrated launch campaign combining social media, email marketing, trade advertising and point-of-sale continued throughout the year.

"The launch of Natural Sparx was a major initiative for Rexel and it required the correct level of impact to quickly gain momentum in a very competitive market. Even though the delivery is visually simple it was a challenge to convey the core benefits, which were complex in nature.

Working with our creative agency The Think Tank, we were able to develop a brand identity that met the needs of the launch and provided a creative platform for future development. We succeeded in developing the complex messaging around the brand in a way that was simple, concise and easily understood by the audience, communicating with them in a language they understood.

The simple but eye-catching brand identity has made its mark on the sector, providing considerable standout and recognition whilst also helping to secure considerable levels of sales”, said Carrie Davis, Digital Marketing Manager, Rexel

- ENDS -

About Rexel UK

Rexel UK operates through 4 operating businesses in the UK and Ireland (Newey& Eyre, Denmans, the newly merged WF and Senate, and Parker Merchanting) selling to a wide range of customers from small electrical contractors to major contracting companies and international end users. With sales over €950m in 2011, Rexel UK, the country’s market leader, operates through a national network of 400 branches with a highly developed service proposition.

About Natural Sparx

Natural Sparx (<http://www.naturalsparx.co.uk/>) is a new brand providing products, available from an online store for Renewable Energy professionals.

About Think Tank

The Think Tank is a leading B2B Marketing and PR agency, combining creative thought and fresh thinking for a truly integrated marketing approach.

As a full service marketing and PR agency we combine marketing disciplines to deliver strategies and campaigns that meet our client’s business objectives.

About Rexel Group

Rexel, a global leader in the distribution of sustainable and innovative products and services for automation, technical supply and energy management, addresses three main markets - industrial, commercial and residential. The Group supports customers around the globe, wherever they are, to create value and run their business better. With a network of some 2,200 branches in 37 countries, and over 28,000 employees, Rexel’s sales were €12.7 billion in 2011. Its majority shareholders are an investor group led by Clayton, Dubilier & Rice, Eurazeo and BAML Capital Partners.

Rexel is listed on the Eurolist market of Euronext Paris (compartment A, ticker RXL, ISIN code FR0010451203). It is integrated in the following indices: SBF 120, CAC Mid 100, CAC AllTrade, CAC AllShares, FTSE EuroMid, FTSE4Good, STOXX600, STOXX Europe Sustainability and ASPI Eurozone.

For more information, visit Rexel’s web site at www.rexel.com