

## Olaer Fawcett Christie re-brand

Fawcett Christie – one of the UK’s leading suppliers of accumulators, coolers, heat exchangers, pumps and filters – is to become Olaer Fawcett Christie, as a part of a worldwide brand unification programme by parent company Olaer. The worldwide Olaer Group, with operations in more than 20 countries, will also phase out the brand names Oiltech and OilAir, which will become known simply as Olaer by April 2010.

Tom Hughes, commercial director of the Olaer Group, commented: “We have carried out extensive consultation with our customers, many of whom are globalizing their operations. They saw value in unifying the identity of the Olaer Group under one brand name. We are truly excited about making this change and do not just see it as something that is merely ‘skin deep’. We have come a long way in the process of maturing as an organization and this is a signal to the market that we are able to operate seamlessly on an international basis, collaborating in ways that truly add value for our customers.”

Hughes added that, although the Oiltech and OilAir brands are to become unified under the name Olaer, the consultation work that the company carried out in the UK showed there was a substantial amount of attachment to the Fawcett Christie brand among its client base, due to its 250-year-old heritage. “It was important to listen to this feedback, and this is why we took the decision to deviate slightly from our global policy of total unification under the Olaer name. In Fawcett Christie’s case, we are to retain its brand identity in the UK by simply adding the name Olaer to an already well-established and highly successful brand,” he said.

This change will take place over the next few weeks - for further information, contact Graham Miller, Managing Director, Olaer Fawcett Christie Ltd.

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