



Marshalls is the UK's leading hard landscaping manufacturer and has supplied some of the most prestigious landmarks in the UK with hard landscaping solutions since the 1890s. Marshalls strives to improve environments for everyone by using its expertise to create integrated landscapes that promote well-being, from using Fairtrade stone and providing products that alleviate flood risks, to creating innovative anti-terrorist street furniture.

**Market**

Sustained growth has seen Marshalls expand to become the market leader in its sector. It supplies superior natural stone and innovative concrete hard landscaping products along with street furniture and water management solutions to the construction, home improvement and landscape markets. Its brand manifesto pledges a commitment to bring to life the visions of architects, contractors, town planners, landscapers, civil engineers, builders' merchants, paving installers and homeowners.

**Product**

Marshalls is committed to producing new products that better any existing market offering; to make them from the best materials it can source; and to care about the impact that the company and its products have on society. Investment in innovation continues to be a priority, both to launch new products and to develop a customer-focused marketing approach to the Group's product offer.

In the public sector and commercial end market, Marshalls satisfies the needs of a diverse customer base that spans local authorities, commercial architects, specifiers, contractors and house builders. Its integrated product ranges constantly evolve to meet the exacting standards and sustainable requirements of developments in areas such as public realm, education, homescapes and transport.

For the domestic market, Marshalls provides the inspiration and product ranges to create gardens and driveways that integrate seamlessly with people's lifestyles. A Marshalls garden

or driveway is an affordable investment that adds real value to a property. The company's approved contractor scheme, the Marshalls Register, which continues to grow year-on-year, covers more than 1,000 landscapers and ensures high standards of construction and training, giving homeowners peace of mind – all backed further by the Marshalls Hard Landscape Guarantee.

**Achievements**

In 2010, Marshalls was honoured in the UK's leading awards for responsible business practice. After receiving a Big Tick at the Business in the Community Awards for Excellence, Marshalls went on to win the Example of Excellence award for Sustainable Marketing and Innovation.

Marshalls was also proud to receive another PLC Award in 2010, adding to its 2009 win. The Achievement in Sustainability Award recognises the significant accomplishments Marshalls has made in the areas of economic, environmental and social sustainability.

Following its acceptance into the United Nations Global Compact (UNGC) in 2009, Marshalls published its first Communication on Progress in April 2010. The UNGC is a framework for businesses that are committed to aligning their operations and strategies with the 10 universally accepted principles in the areas of human rights, labour, the environment and anti-corruption. In 2010 Marshalls was invited to attend the UNGC Leaders Summit in New York, joining the prestigious network of business leaders as a UK UNGC Network Champion.

**Recent Developments**

Marshalls has been working with independent think-tank, the New Economics Foundation (nef), to conduct research into both the application of well-being in the public realm and the way in which Marshalls' integrated product ranges can have a positive impact on individuals. The resulting 'Social Space: Impact Map' suggests stakeholders may experience



a number of different positive outcomes by utilising public spaces containing Marshalls products. These outcomes correspond to Local Government National Indicator (NI) and UK Sustainable Development Indicator (SDI) sets, which seek to maximise people's feelings of well-being through the use of products such as: street furniture to encourage social interaction; cycle stands and shelters to promote a healthier lifestyle; and street lighting to increase feelings of safety and security.

Carbon reduction is increasingly important for all businesses and having achieved certification under the Carbon Trust Standard during 2009, Marshalls is well prepared for the Government's Carbon Reduction Commitment scheme, introduced in April 2010. Marshalls has product carbon-labelled more than 2,000 of its products and is committed to reducing the carbon footprint of every labelled product.

As part of its ongoing commitment to the Ethical Trading Initiative Base Code, the Group has also pioneered the ethical sourcing of natural stone paving from India and China – and with a local partner, has established schools, health facilities and health insurance programmes in India. Marshalls' Fairstone product has recently been launched, combining the attributes of Fairtrade and ethical sourcing. Marshalls' ethical sourcing programme also incorporates regular independent supply chain audits.

**Promotion**

Marshalls' award-winning marketing team continues to produce groundbreaking and thought-provoking marketing campaigns that capture the imaginations of its target audiences. In 2010 'Marshalls Monopoly' was launched, with the slogan 'We've Paved the Monopoly Board' highlighting how Marshalls'

natural stone paving products have been used on some of the most famous streets in London.

Marshalls became one of the first British companies to introduce a free iPad app that gives users a digital toolkit to help them design their perfect outdoor garden space, bringing together Marshalls' landscaping expertise with inspiration for its customers' gardens.

Broadcast media has become a key focus to reach target audiences with Marshalls' latest product and Group news, and podcasts to



demonstrate product know-how and impart practical advice. Marshalls TV News, a 60-second roundup of news from across the Marshalls Group, provides a visual snapshot of current issues and new product developments. Marshalls also has a presence on a number of social media and networking sites including Twitter, YouTube and Flickr, and contributes to industry forums and blogs.

**Brand Values**

Marshalls believes that we all need places that make us feel safer, happier and more sociable; places to be ourselves, where we can live, play, create and grow. Its core brand values are based on trust, honesty and integrity.

Marshalls' vision is to be the supplier of choice to the landscape architect and contractor, and to the consumer for garden and driveway improvement projects. Customers are at the centre of its business and Marshalls ensures a high level of service, which it measures monthly against a range of values. Marshalls is committed to conducting its business to achieve sustainable growth, while incorporating and demonstrating a high degree of social responsibility with an experienced, qualified and flexible workforce.

**Things you didn't know about Marshalls**

Marshalls has paved all of the properties on the traditional Monopoly board.

In 2010, Marshalls supplied enough paving to cover 47 Wembley football pitches for the extension of Felixstowe Docks.

Marshalls was represented at the United Nations Global Compact Leaders Summit in New York. With more than 1,000 of the world's leading organisations in attendance, the summit was heralded as one of the most important UN business events ever held.

1890	1947	1955	1964	1972	1988
Solomon Marshall starts quarry in Southowram, Halifax and in 1904 establishes S. Marshall & Sons Ltd in Halifax, West Yorkshire.	A second production site is opened at West Lane in Halifax producing lintels, steps and fence posts. The following year an engineering division is established.	The first wet cast product, Pennine Paving, is developed. This becomes another highly successful product for Marshalls.	Marshalls becomes a plc with shares quoted on the London Stock Exchange.	New product development sees the introduction of block paving and the famous 'Beany Block', which combines drain and kerb in one unit.	Brick manufacturer George Armitage & Sons is acquired and goes on to become Marshalls Clay Products.

2000	2006	2009	2010
The range now includes street furniture and in 2004 Compton Group is acquired, opening up the portable buildings and greenhouses markets to Marshalls.	Marshalls agrees to sponsor the prestigious RHS Chelsea Flower Show for three years, raising the company's profile.	More than 2,000 of Marshalls' commercial products now have a Carbon Trust Carbon Reduction Label.	Marshalls launches its first iPad app and is further recognised by the Wildlife Trust for its biodiversity management.