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## **SIG streamlines trading brands to provide greater clarity for customers**

SIG plc, the FTSE 250 construction supplies company, today announces the following streamlining of trading brands within its UK Distribution business to provide greater clarity for customers.

**SIG Insulation** will be the new name for Sheffield Insulations, Warren Insulation, Orion Trent, Woods Insulation, Franklin, Solent Insulation Supplies, CHD and CH Insulation

**SIG Interiors** will be the new name for CPD Distribution and Ceiling System Supplies.

**SIG Technical Insulation** will be the new name for Kitsons Thermal Supplies.

**SIG Construction Accessories** and **SIG Fixings** will remain the same.

Paul Gordon, Managing Director, SIG Distribution, said: "The changes, which will take effect during 2013, will make it easier for our customers to identify SIG branches and product offerings. We will provide regular updates during the process and it is business as usual whilst we rebrand our buildings, vehicle liveries, uniforms and promotional material."

**ENDS**

More information can be found at [www.sigplc.com](http://www.sigplc.com)

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### **Editor's Notes**

#### **SIG plc**

SIG plc is the leading European specialist supplier to the construction, building and industrial markets. The Group has three core business sectors: **Insulation & Energy Management, Exteriors and Interiors**. SIG operates across Europe and has 715 trading sites in 15 countries across UK, Ireland and Mainland Europe – serving a wide range of trades in the building and construction markets. SIG believes that by focus and specialisation it can provide a superior service offering to its customers and

thereby satisfy the aspirations of its shareholders, suppliers and employees. **For further information go to: [www.sigplc.co.uk](http://www.sigplc.co.uk)**