



think exceptional

New brand.  
New th!nking.



[www.wj.uk](http://www.wj.uk)



think exceptional

To consolidate our growth and success we are unifying our national group businesses under one single brand with effect from:

**1st February 2015**

### Change of Company Names

Existing Name	New Name
<b>WJ Roadmarkings Limited</b> NB Includes Elland and Stoke operations	<b>WJ North Limited</b>
<b>WJ Roadmarkings (SW) Limited</b>	<b>WJ South West Limited</b>
<b>Linkline Maintenance Services Limited</b> NB Includes Milton Keynes and Croydon operations	<b>WJ South Limited</b>
<b>Ambridge Thermoplastics Limited</b>	<b>WJ Products Limited</b>

### One single brand

Our integrated teamwork has been evident on several major contracts including the successful delivery of the London 2012 Olympic Lanes, demonstrating an inherent strength when all our group businesses and people work together as one.

That pride and collaborative group culture has evolved further and we now look forward, feeling stronger, more efficient and even more capable to provide consistently high standards on a national basis, whilst ensuring delivery of unrivalled local service from strategically located UK depots.

It now makes perfect sense for all of our activity to be viewed and represented by one single brand identity under the banner of WJ.

### th!nk exceptional

People, client and supplier relationships are our strength and together we have made the WJ Group the most successful innovator, manufacturer and provider of products and services within the UK's road marking sector.

WJ consists of four market leading companies and we've always been a team where 'good enough' isn't good enough.

Now, building on our strengths we will aspire to be exceptional.

We will focus our hard work to become exceptional in our thinking and our commitment to our brand values of delivery, safety, quality, innovation and sustainability in line with the needs of our people, our clients and all stakeholders.

# Questions and Answers for Clients

## **Q: Will anything change for us?**

**A:** The only thing that will change is our name.

Consequently your contacts within our business, our company registration number, registered office, trading address, bank account number / sort code, VAT number, UTR (CIS) number and tax reference number all stay the same.

## **Q: What changes will I notice?**

**A:** New branded vehicles, new logo on all PPE / corporate wear and newly branded stationary covering letterheads, invoices, statements, quotations and estimates.

## **Q: Will anything else change?**

**A:** Yes our website domain and email addresses will change to wj.uk.

## **Q: Is there anything I need to do?**

**A:** Yes from the 1st February 2015 please amend your systems to reflect the appropriate name change and ensure any payments made by cheque are made out in the new company name.





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