



Transforming Britain's Landscapes

Marshalls is the UK's leading hard landscaping transformation company which has supplied some of the most prestigious landmarks in the UK with hard landscaping solutions since the 1890s. With its market leading position in the industry, Marshalls has become synonymous with quality and innovative product development whilst still caring for the environments and communities in which it works by actively operating a sustainable business model.



Market

Sustained growth and diversification 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.

For the public sector and commercial markets, it satisfies the needs of a diverse customer base including local authorities, commercial architects, specifiers contractors and house

builders with constantly evolving products to meet the exacting standards and sustainable requirements to achieve better landscapes across a broad range of developments. These include public realm, education, infrastructure and healthcare.

For the domestic householder market, Marshalls provides the inspiration and the product ranges to create gardens and driveways that integrate seamlessly with peoples' lifestyles. Its approved contractor scheme, the Marshalls Register, covers over

1,000 landscapers and ensures high standards of construction and training, giving homeowners peace of mind.

Product

The Marshalls Group operates its own quarries and manufacturing sites throughout the UK and, as a major plc, is committed to quality in everything it does. This includes environmental best practice and continual improvement in health and safety performance. Marshalls is making further advances by introducing an integrated management system to PAS99 which encompasses the already achieved standards of 9001, 14001 and 18001.

Marshalls' commercial product range provides the freedom to create powerful and practical solutions for building and landscape



projects. The company's expertise extends from surfacing to street furniture and water management, further enhancing its product offering to public sector and commercial users.

Its domestic range offers consumers Marshalls' unique flair for design, matched by its expansive, innovative product range and enables consumers to create unique spaces to enjoy all year round. From inspiration to project installation, a Marshalls' garden or driveway is an affordable investment which adds real value to a property. Backed by Marshalls' Register of Approved Installers and Contractors, homeowners can be secure in the knowledge that they have used the best products, installed by professionals from the Marshalls' Register, all backed by the Marshalls Hard Landscaping guarantee.

Achievements

Marshalls recently became the first company in the world to carbon label its entire domestic range, which consists of 503 products, by working with the Carbon Trust to create independently audited values using the PAS2050 methodology. Marshalls' carbon labelling programme has now extended to its commercial range with a further 1,565 products which will enable public and private bodies to understand the amount of embodied carbon dioxide in their landscaping project.

Marshalls was the first company in the hard landscaping industry to belong to the Ethical Trading Initiative (ETI), a diverse alliance of retailers, brands, trade unions and NGOs working collectively to tackle the complex questions posed by ethical trade.

The company has also received a record number of awards in 2009; a Big Tick was won at the Business in the Community Awards along with Marketing Society Awards for Ethical Marketing. Marshalls also won the International Award for Trade in Supply Chain Ethics and the Award for Sustainability, Business and the Built Environment at the Sustain Awards 2009.



Recent Developments

Marshalls is proud to support the Living Streets charity and has trained employees to become 'street auditors' to engage with local communities to better understand what people want to see on their street and in their community. By understanding and involving local people in the decision process, Marshalls can provide the hard landscaping solutions to truly transform the UK's landscapes for the better.

Promotion

Marshalls' sponsorship of the world's premier garden event, the prestigious RHS Chelsea Flower Show, has raised the profile of the Marshalls brand beyond all recognition. A potential audience reach of more than 141 million was achieved with Marshalls branding on TV, radio, online, social networking sites, the press and magazine coverage. Furthermore, a total of 50,000 Marshalls branded bags were handed out at the 2009 show – that's one in three visitors to Chelsea.

From its comprehensive corporate responsibility projects throughout the UK to eye-catching marketing campaigns, Marshalls' 23 award-winning marketing team use their skills to maximise media coverage, engage with consumers and promote its broad product range with a variety of marketing tools.

In 2009 the launch of Marshalls TV, via its popular website, brought a new dimension to its customers by providing a visual representation of Marshalls' products in a concise and visual way. This has been further enhanced by the introduction of Marshalls TV News, a new platform to deliver up-to-the-minute news, features and stories from across the Marshalls Group.

Brand Values

Marshalls' brand values are based on trust, honesty and integrity in all of its activities. Its vision is to be the supplier of choice to the landscape architect and contractor for architectural landscaping and to the consumer for garden and driveway improvement projects.

Customers are at the centre of its business and Marshalls supplies its consumers with high levels of customer service, which it measures monthly against a range of values. Marshalls is committed to conducting business in a manner which achieves sustainable growth, whilst incorporating and demonstrating a high degree of social responsibility with an experienced, qualified and flexible workforce.

marshalls.co.uk

Things you didn't know about Marshalls

Marshalls is the first company in the world to carbon label an entire product range.

Marshalls was the first company in its sector to join the Ethical Trading Initiative and leads the market in the development of ethical natural stone.

Marshalls became the UK's first landscape materials manufacturer to be accepted into the prestigious UN Global Compact – the world's largest corporate citizenship and sustainability initiative.

An ITN exposé into child labour in Indian quarries featured a Marshalls interview as the voice of Ethical Stone Suppliers.

In 2009 Marshalls won the prestigious Achievement in Sustainability Award at the PLC Awards.

1890	1947	1948	1955	1964	1972
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.	An engineering division is established. The innovations of this division become fundamental in the development of the company.	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.

1988	2000	2006	2009
George Armitage & Sons, a brick manufacturer, with three sites, is acquired and goes on to become Marshalls Clay Products.	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 its profile.	More than 2,000 of Marshalls' commercial products now have a Carbon Trust Carbon Footprint label.