



New era at Ringtons as packaging undergoes makeover



Colin Smith Tea Packaging Division Director & great-grandson of Ringtons founder Samuel Smith & Lisa Thornton, Head of Marketing

Renowned North East tea experts Ringtons is looking ahead to the future as the company's famous packaging has undergone a complete overhaul; the first in 15 years and only the third since the 1960s.

The new packaging commemorates the rich heritage and expertise of Ringtons whilst incorporating modern styling in a move which unifies the wide range of items on offer, gives customers more information to help them make the right choices and sets the company apart in the competitive tea and coffee marketplace.

Synonymous with the North East, Ringtons' famous horse and cart was a much loved sight across the streets of Newcastle when the company founded in 1907. Today over 106 years later, the company boasts over 200 Doorstep Delivery Drivers who have swapped the traditional horse and cart for vans which can be found offering good old fashioned personalised service to customers' doors all over the UK. Its popular online shop is used by customers all over the world.

Adorning all Ringtons' tea, coffee, infusions, biscuits and edible ranges, the new packaging has been designed by celebrated North East-based advertising firm Lateral Advertising and comes at a time when Ringtons looks to further expand into new markets and remind its loyal customers of its rich heritage and high quality products.

Lisa Thornton, Head of Marketing at Ringtons said: "We're very fortunate in that our business model is built around developing personal relationships with each and every customer and this ensures a very customer-centric approach is followed. Our packaging re-launch has been no exception, and we've taken our customers, old and new, on this journey with us.

"In an increasingly competitive marketplace we need to make sure we stand out from the crowd and this starts with ensuring that our products are perfect. We always ensure that our tea and coffee is of the highest quality and freshness is absolutely key to this. We know this is one of our unique selling points so our packaging needed to reflect this to offer wider appeal. Our new designs showcase our ranges better and more accurately reflects us as a modern thinking company with traditional values and expertise.

"We are incredibly proud of our heritage and the fact Ringtons remains a family business to this day so retaining a sense of our history in the new design was vital, which is why we used old original photographs and the Ringtons crest in the design. We've received fantastic feedback from our customers and we strongly believe the new packaging celebrates the fact we use our years of experience to provide customers with the best quality tea, coffee and edibles."

Speaking about the project Lateral Advertising Managing Director Alex Giles said: "As a North-East based company ourselves, we know just how well loved Ringtons is not only in the region but across the UK, so it has been a fantastic opportunity for us to conceptualise and manage the redesign of the Ringtons packaging. The range previously did not have a unified look so it was great to be able to use the strong associations of Ringtons of heritage and quality to design new packaging that not only reflects these fantastic messages but which also protects the heritage of the company and brings it

up to date, in a manner that will help explain the offer better to current customers and also attract new ones.”

As well as offering a doorstep delivery service and online retailing for domestic customers, Ringtons Beverages division has been operating for over 30 years and offers tea and coffee, machines and sundries to hotels, restaurants, cafes, offices and businesses.

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For more information or images please contact Hayley Ford, Communications Manager at Ringtons at Hayley.ford@ringtons.co.uk or on 0191 209 7077.

Notes to editors

Established in 1907, Ringtons is a family business that started life when Samuel Smith began selling tea from a horse and cart to the households of Newcastle upon Tyne. Today 106 years after Sam Smith began his business, Ringtons continues to deliver door-to-door to over 260,000 customers throughout the UK, and many more worldwide via the online store.