



LIVING WITH LIGHT

REBRAND ENHANCES VIEWSCAPE VISION

A corporate rebrand to Viewscope by a leading wholesale window furnishing manufacturer formerly known as Contract Blinds has positioned the company for a dynamic future.



National sales and marketing manager Andrew Rundle, who joined the company in September 2014, confirms the new 'Viewscope' identity is a key element of the company's strategy to improve its support to their retail partners and help them drive their business success.

"The Viewscope name has presence in the market place via one of our product brands and will now be aligned with our corporate identity. This is the next step in our evolution; whilst maintaining a much better focus on our retail partners and their customer requirements."

The rebrand features a refreshed design and the tagline 'Living with light'.

"Our products are very much about optimising light, managing privacy while also enhancing insulation and we believe the tagline reflects those qualities in an inspiring way," he says.

The re-brand, which officially launched on 2 February, has been on the table for some time.

"Viewscope was a product brand that had been performing exceptionally well in the market for a while. Due to its success and high brand recall, it was decided that greater alignment between the brand and the company would continue to maintain our focus on product performance and strategic retail partnerships. The outcome is to deliver an outstanding window furnishing experience for our retail partner and the end user."

Underpinning the new branding is Viewscope's recently enhanced sales team. "We've ramped up our sales presence considerably in order to cover the market. Our five business development managers will play an integral part in rolling out our long term strategy going forward."

Sarah Milway (VIC / WA) is a new addition to the company in a newly created role. New to existing roles are Anthony Glasson (VIC / SA) and Mel Waring (QLD). Existing members of the team are Cheryl Garland (VIC / TAS) and Susan Bailey (NSW).

Aside from boosting its sales force, the company has also rolled out a retail partner training support program. Another key initiative that will bolster the corporate rebrand is investment in staff training.

"Over the last 12 to 18 months we've focused on quality training for our shop floor staff," says Rundle. "We produce hundreds of blinds daily across 10 product categories, as well as curtain tracks and pelmets. Of our skilled staff we have over 85 per cent with qualifications of Certificate III or higher. Our core values are continuous improvement, progressive thinking and

collaboration and we live these values by implementing, developing and using Kaizan and Kanban systems, lean process improvement and market leading customer tools."

Viewscope general manager Brendan Hogan confirms that the shared values of "continuous improvement, progressive thinking and collaboration" would be mandated by the corporate name change.

"We are looking forward to developing our markets with the very best customer service, processes, product and accredited staff," says Hogan.

