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START

Rebranding and Sales Manager for Octaga

Hereford, UK. 29th June 2011. **Octaga Security Services have enhanced their corporate identity and have a crisp new image and new company logo in a rebranding move they aim to carry them through the next decade and beyond.**

With a new website, stationary, logo, uniform modifications, directors are aiming for a more fresh and approachable image whilst being very much a security company capable of delivering a very serious and quality service.

Their thoughts are presented in the popular internal journal, The Octaga News – read by many clients - in which David and Tracey Allison explain how it had been their desire for a while to modernise, and move away from the rather austere colours security companies have sported in previous years.

Those who know Octaga will still recognise the shape and style of the 'globe' logo, which has been given a new look rather than a total replacement. "We needed to be mindful of brand awareness and continuity", explains director, Tracey Allison, "and are very pleased with the result and that we have a crisper and corporate company badge which will serve us well for years to come. As we move into the new decade, we face challenges, obstacles and opportunities different from those of our first ten years. We have become, thanks to management and all serving officers, a significant player in the security sector and the next few years will build upon this with various internal and external initiatives."

Directors are also delighted this month to welcome aboard their new Sales Manager, Peter Lake.

Peter has been involved in the manned guarding industry since 1980. Having started as a Security Officer he has worked his way up through various supervisory and management posts of two of the leading providers in the UK culminating in responsibility for the security and baggage screening operations at 3 major airports and an international airline.

Most recently he has been responsible for developing and managing the business of a medium size manned security guarding company operating in London and Northern Home Counties. Peter joins Octaga as Regional Sales Manager with the specific aims of raising the company profile within the security industry and increasing the company's market share.

In a message to all serving Octaga staff, Peter said, "I am looking forward to working with the entire Octaga team and am confident that the quality of service and the reputation, built over ten years will enable development of business to be achieved in line with Directors expectations."

Octaga, an ACS Pacesetters company, known in Hereford for its generous sponsorship of charities including the Army Benevolent Fund and Cancer Research UK, and whose Managing Director is chairman of the BSIA Close Protection section, is an example of corporate resilience and success; having managed to not just survive but grow with quality through the recession.

Octaga was formed in 2001 and today employs 200 staff nationally including several jobs in their home city of Hereford. Octaga's website can be viewed at www.octaga.co.uk

ENDS

Attached: Pictures:

1. New Octaga Logo
2. Peter Lake

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