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PRESS RELEASE



Miles Nelson has announced a packaging upgrade for the brand, perennially one of the leading New Zealand hardware brands. The redesign is intended to enhance the shelf presence and to broaden the appeal to a wide demographic group and to clearly communicate the quality of Miles Nelson's hardware products.

Miles Nelson is 100% New Zealand owned and operated and is one of the oldest and most traditional hardware brands dating back to 1928. The launch of the new packaging is a further step in the ongoing investment and development of the brand.

The introduction of a range of new support materials also includes a website upgrade to help further enhance the brand.

The tag line "hardware of distinction" will continue to provide the emphasis for all future product and brand development.

"With this packaging upgrade, the brand is now positioned to deliver even stronger performance on the shelf" noted David Eeles, Sales and Marketing Manager for Miles Nelson.

By maintaining the familiar Grey and Black colour livery, Miles Nelson is keeping a key brand equity intact—research has shown a preference and a familiarity with the current branding and colour selection.

By adding a black background to the packaging and key product positioning statements all serve to help support the product positioning and convey the up market image, quality and feel.

The full line of new packaging will start appearing in stores across the country in March and the rollout completed by Oct 08.