

# Delicious fruit juice branding

Barn Farm Drinks began in 2017 when third generation family farmers, D C Williamson Ltd, purchased a new Clarified & Cloudy Juice Press. Their juices are crafted using the freshest Barn Farm fruit as well as, occasionally, fruit from other Red Tractor approved growers.

Protecting the countryside and the environment is uppermost in their minds, from recyclable glass bottles to generating electricity from the fruit press waste, which is taken to an anaerobic digestion electricity generation plant at a nearby farm.



100% Pressed Fruit Juices

Bottled overlooking the beauty of the River Stour

...making the pieces fit



# A passion for growing berries

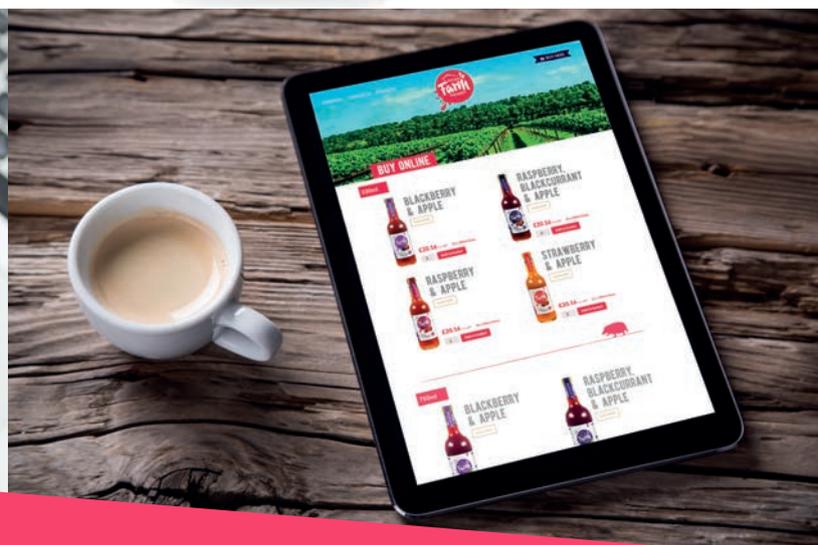
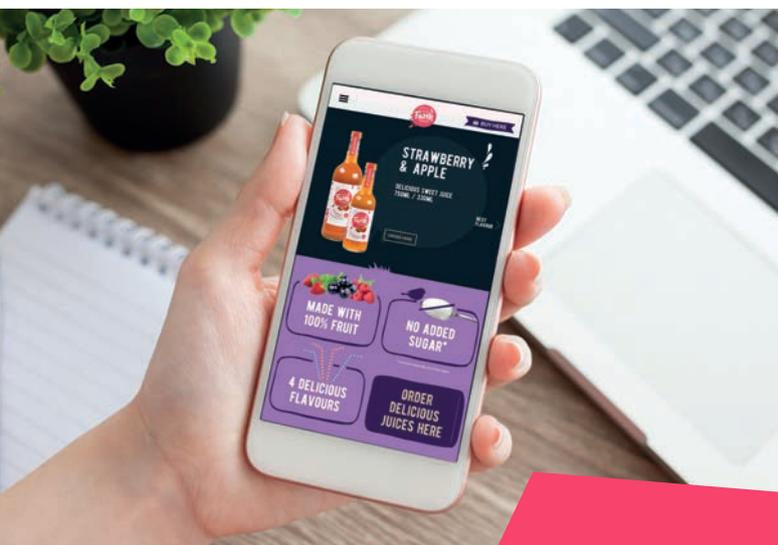
Founded in 2000 by Craig and Gail Williamson, D C Williamson Ltd is an innovative soft fruit, stem fruit and bush fruit farm, situated on the Essex and Suffolk border overlooking the River Stour.

100%  
FRUIT  
JUICE



Fine Design began working with D C Williamson in 2016, developing a responsive company website for their fresh and frozen fruit business.

Their new venture into fruit juices, Barn Farm Drinks, started with us producing a bright and colourful logo, label designs that would stand out on the shelf, and print management. Our work went on to include copywriting, product photography, e-commerce website, graphics and promotional material. By taking the lead on all these aspects we were able to bring a uniformity and consistency to the brand.



Barn Farm drinks come in two sizes – 330ml and 750ml – and four varieties: blackberry & apple, raspberry, blackcurrant & apple, strawberry & apple, and raspberry & apple. They are currently stocked in Co-op stores across the East of England, Budgens of Holt and many more deli shops.

**You can also buy directly from the website [www.barnfarmdrinks.co.uk](http://www.barnfarmdrinks.co.uk).**

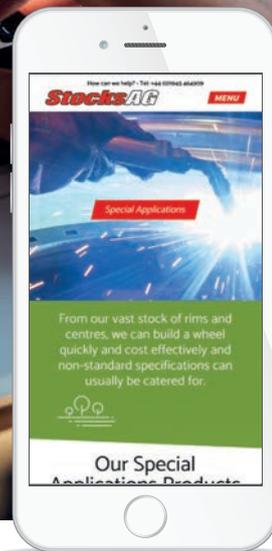
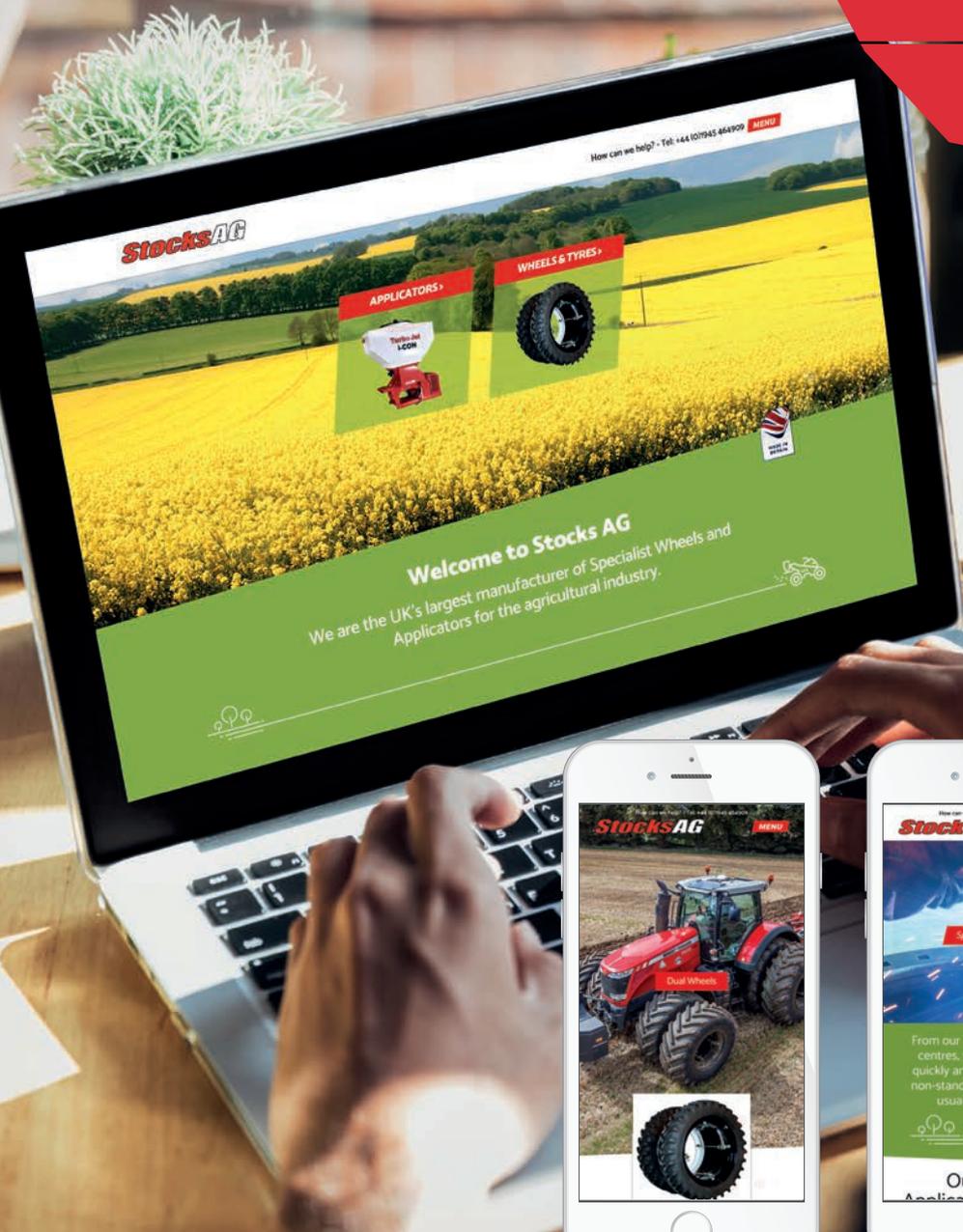
To keep up with their latest ventures, follow them on:

 [www.instagram.com/barnfarmdrinks/](https://www.instagram.com/barnfarmdrinks/)

 [twitter.com/barnfarmdrinks](https://twitter.com/barnfarmdrinks)

 [facebook.com/barnfarmdrinksuk/](https://facebook.com/barnfarmdrinksuk/)





Founded in 1977, Stocks AG are the largest UK manufacturer of specialist wheels for agricultural tractors and other machines used in the agricultural, horticultural and amenity sectors.

They are also a market-leading producer of innovative and accurate equipment to meter and distribute small seeds, granular and micro-granular products. Stocks are based in Wisbech, Cambridgeshire and operate from a modern 40,000 square foot factory where the company manufactures all products to exacting standards, having an experienced technical sales team to deliver the highest quality.

Our brief was to create a fresh new look for the website, incorporating

# Stocks AG launch new website

**The UK's largest manufacturer of Specialist Wheels and Applicators for the agricultural industry.**

the existing Stocks AG logo which is instantly recognised throughout the industry. Because the client wanted to manage all updates to products, text and images themselves, the website is designed to be entirely editable without affecting the basic layout or overall design.

We also created a bespoke content management system (CMS) for the product section, which enables the filtering of results for customers' requirements.



## Blankney Estates

- CORPORATE REBRAND • REDESIGNING WEBSITE
- LOCATION PHOTOGRAPHY • COPYWRITING
- STATIONERY DESIGN • LEAFLET DESIGN
- PRINT SERVICES



# Blankney Estates

## Heritage by **design**

Blankney Estates Ltd incorporates the Lincolnshire village of Blankney, 14,000 acres of farmland, Longwood Quarries Ltd, British Chlorophyll Company Ltd and an 18-hole golf course. Their proud ethos is one of long-term sustainability developing and maintaining all their interests for the benefit of the environment and future generations. Recorded in the Domesday book, Blankney Estates has

had numerous owners, several having their lands confiscated as a result of having backed the losing side in political conflict. The current owners, the Parker family, acquired the estate in 1938. Fine Design was asked to create a new brand, and to include an illustrated tree emblem. We created this from one of the Blankney Estate trees (an element that was particularly important to them), and incorporated it into the new logo. We designed and built a new website for the estate, including a website and new logo for

### Natural Fibre Feeds

HONEST & SIMPLE NUTRITION

High quality feed pellets  
Produced in Lincolnshire  
Sold by farmers to farmers

[www.blankney.com](http://www.blankney.com)

British Chlorophyll Company Ltd. We also provided location photography and copywriting throughout the site. Completing the branding package were business cards, letterheads, email signatures, and literature for Fibre Feeds products. The consistency in branding we were able to provide, serves to emphasise the image Blankney Estates wished to convey in their original brief: strong, stable, ecologically responsible and forward-looking.



Based on the Lincolnshire Heath, we grow and manufacture feed pellets for your animals' needs. All of our raw materials are fully traceable and produced on farm.

Using just three nutritional base ingredients, we offer two varieties of consistent, high quality, non-GMO feed pellets – Grass/Cereal and Grass/Cereal/Pea.

### 2. Benefits of the two pellets

- Very palatable.
- Highly digestible and efficiently utilised.
- Green and pure.
- Raw materials cut at optimum stage meaning all the vitamins and minerals are locked within the plants.
- Consistent ingredient inclusion.
- Grass, barley and peas are fully traceable.
- Suitable to be fed as a complementary feed.
- Good maintenance diet.
- Addition of minerals to 18% protein pellet.

### 3. Suitability

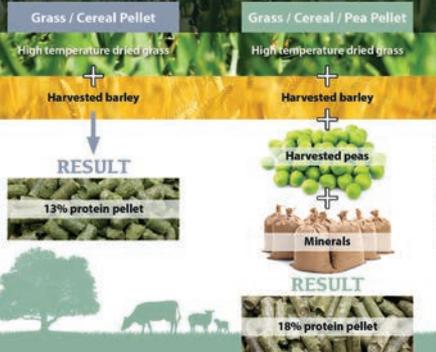
A ewe needs to meet its nutritional requirements throughout the entire stage of its breeding cycle. Feed rations will vary according to condition, lambing circumstances and the type and quality of forage available.

Ewe	13% Protein Pellet	18% Protein Pellet
To complement poor forage during the year	Pre-lambing and lambing needs	Ewes on their final trimester of pregnancy
	Ewes in lactation	Ewes in lactation
	Stake lambs complementary feed	



## How can we meet your requirements?

1. Simple process to achieve two pellets of a differing level of protein



The time of year can affect the feed value of grass for both a beef and dairy cow. According to production each cow's requirements differ, so it is important to adjust the diet to suit individual cows.

Beef and Dairy Cow	13% Protein Pellet	18% Protein Pellet
To complement poor forage during the year	High output dairy cows	High output dairy cows
To complement poor forage during the year	Calfs	Calfs
To complement poor forage during the year	Fattening bullocks up to killing weight	Fattening bullocks up to killing weight
To complement poor forage during the year	Cows which are out wintered	Cows which are out wintered
To complement poor forage during the year	Stocking cow supplements	Stocking cow supplements
To complement poor forage during the year	Ex-cullifers	Ex-cullifers
To complement poor forage during the year	Beef growers	Beef growers



### 4. Availability

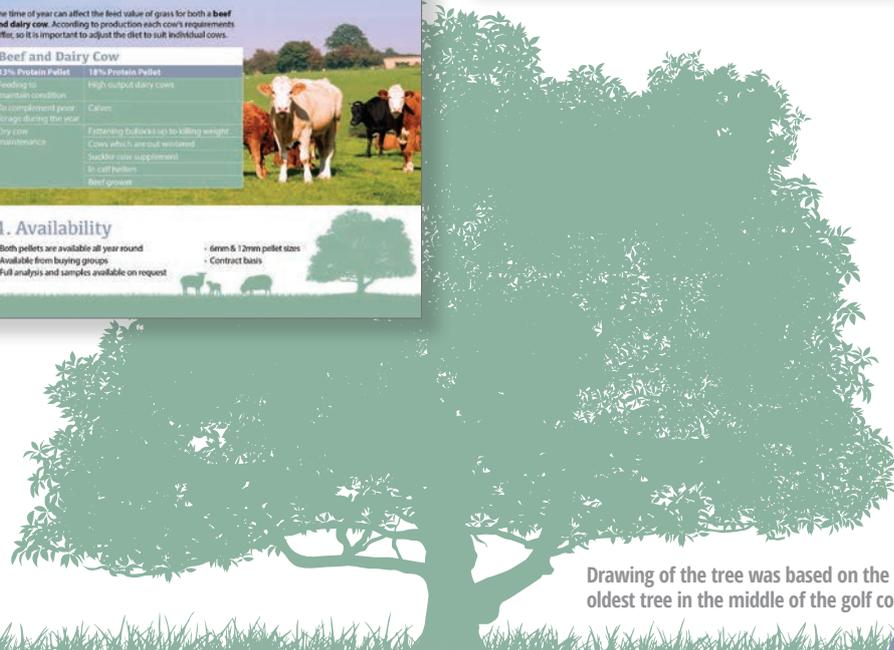
- Both pellets are available all year round
- Available from buying groups
- Full analysis and samples available on request
- 6mm & 12mm pellet sizes
- Contract basis

Joe Smyth  
**COMMERCIAL MANAGER**  
 t: 00000 111 111  
 e: joe.smyth@britishchlorophyll.co.uk  
 m: 00000 111 111

**British Chlorophyll**  
*naturally green*

The Estate Office - Temple Grange - Navenby - Lincoln - LN5 0AX  
[www.britishchlorophyll.co.uk](http://www.britishchlorophyll.co.uk)

**British Chlorophyll**  
*naturally green*

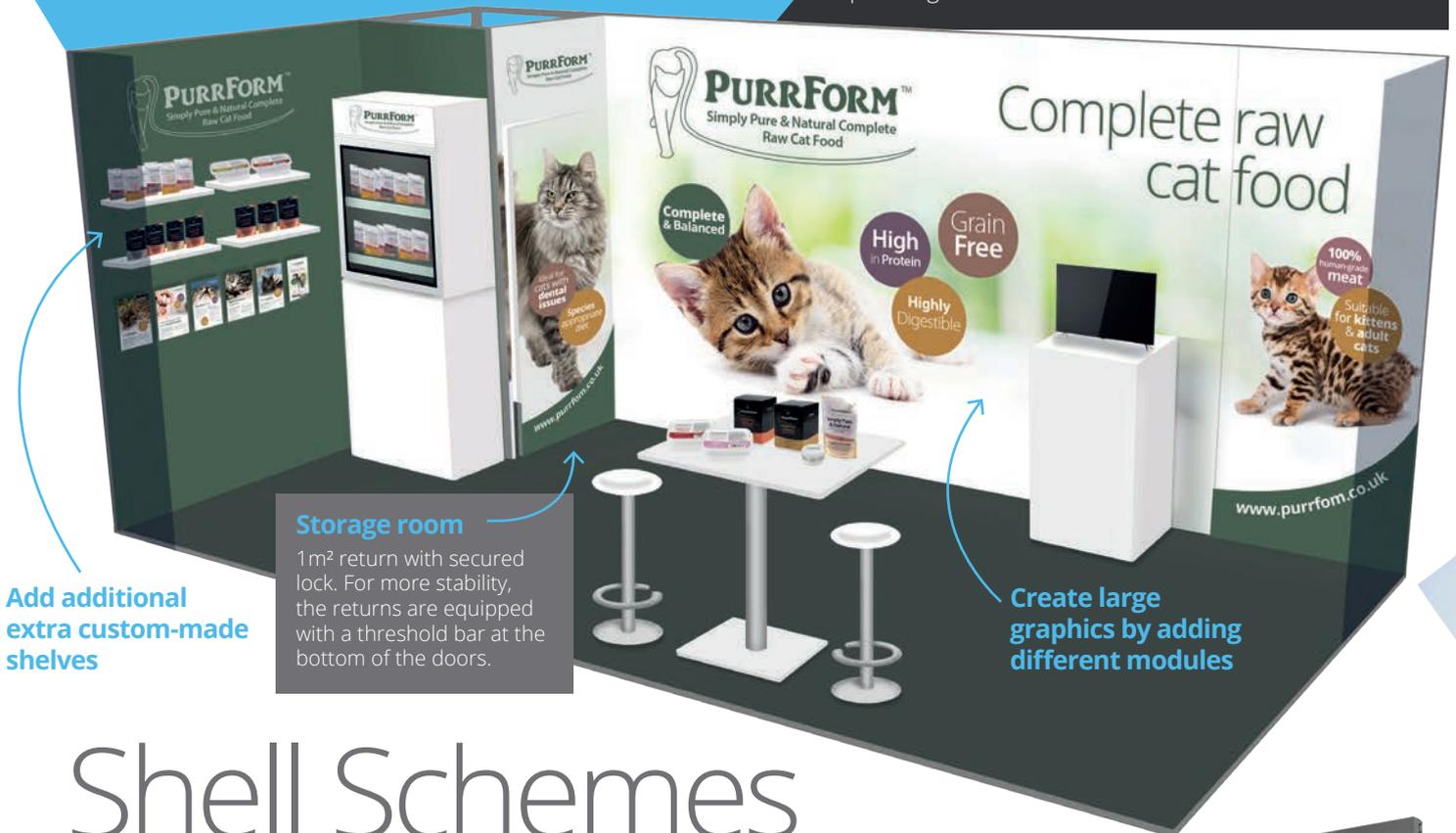


Drawing of the tree was based on the oldest tree in the middle of the golf course

# A modular fabric stand to suit all your requirements



A **silicone edged gasket** is sewn directly on the hem of the fabric graphic and is inserted by simply pressing into the extrusion channel of the stand.



**Storage room**  
1m<sup>2</sup> return with secured lock. For more stability, the returns are equipped with a threshold bar at the bottom of the doors.

**Add additional extra custom-made shelves**

**Create large graphics by adding different modules**

## Shell Schemes

### 20mm Quick Fix Profile

The Vector Quick Fix is the latest innovation in an extra-thin aluminium profile for stretch fabric graphics. Thanks to its versatile design this is a must for office environments and **shell schemes**.



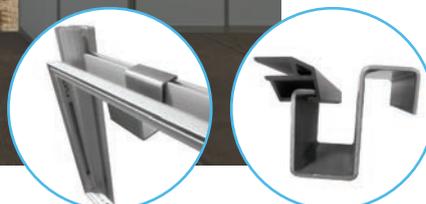
**A practical and economical way to decorate your stands**

**Sleek aluminium frame**

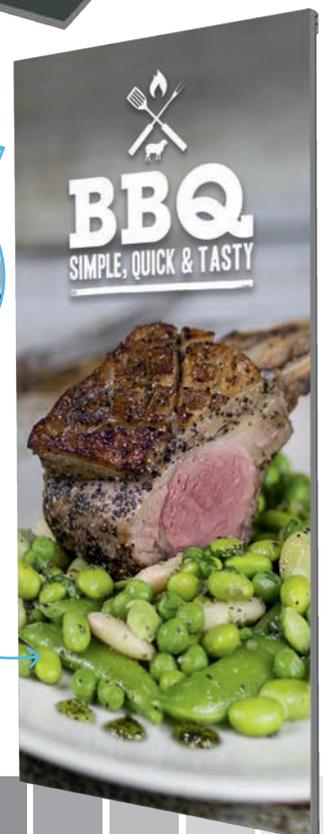


Anodised aluminium

**Ideal for decoration**



Universal brackets to fit any shell scheme



## Corporate Literature

### MAIL IS TRUSTED

At a time when trust is more important than ever, use mail.

### 87% BELIEVE IN MAIL

Percentage of people who describe mail as believable, compared to 48% for email.\*\*

### 70% FEEL VALUED

Percentage who said mail, rather than email, makes them feel valued.\*\*

### 70% BETTER IMPRESSIONS

Percentage who said mail, rather than email, gives them a better impression of the company that sent it.\*\*

\*\*Royal Mail MarketReach, The Value of Mail in Uncertain Times, Kantar TNS, 2017.

**BREXIT: A CHALLENGE AND OPPORTUNITY**  
Crop protection products are vital to the success of the UK food and farming sector. Brexit presents the UK with a unique opportunity to become a global hub for crop protection research and development.

The UK spends **£108bn** on crop protection every year. Without crop protection products, the nation's food output would increase by **40%**. Putting pressure on household budgets.

Our members invest **£200m** in R&D each year, contributing to a total industry spend of **£4bn** globally.

Big R&D spend on products for the European market is declining.

This is the UK's chance to lead the way in crop protection innovation across the globe.

The food and farming sector is worth **£158bn**.

**PURRFORM**  
Simply Pure & Natural Complete Raw Cat Food

Complete & balanced  
Grain free

Easy to serve  
100% human grade meat

Our product is available in 2 ways:  
Individual 70g pouches sold in boxes of 6.  
Natural • Convenient • Grain Free  
Quick to defrost • Easy to serve  
High in protein • No waste

Telephone: 0800 9098099  
Email: enquiries@purrform.co.uk

Visit our website at: [www.purrform.co.uk](http://www.purrform.co.uk)

**ob Ocean Breads**

Luxury Holiday Lettings

www.oceanbreadsbreads.com

**Maize Leaflet 2019**

**Agril**

[www.agril.co.uk](http://www.agril.co.uk)

**Stocks & AG**  
[www.stocks-ag.co.uk](http://www.stocks-ag.co.uk)

Utility Vehicle

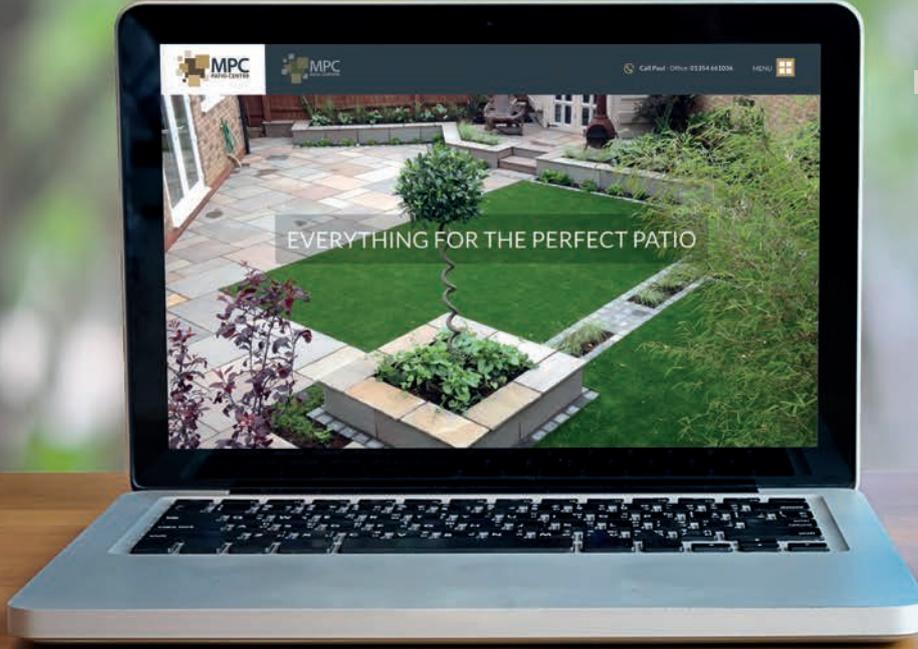
Collection Time  
Monday to Friday

**Did you know?**  
Physical mail has a higher response rate than emails!\*

\*US Data & Marketing Association Response Rate Report 2017

# March Patio Centre

- BRAND DEVELOPMENT • CORPORATE LITERATURE
- WEBSITE DESIGN & MANAGEMENT
- VEHICLE LIVERY • PRINT SERVICES



## New look for local business

March Patio Centre and Ideal Gardens is an independent family owned business, established in 2001. The Patio Centre based in March provides advice and all you need to install your own patio.

They will calculate your requirements, from stepping stones and Indian sandstone setts to gravel and cement. Alongside the patio centre business is a professional garden design business, MPC Ideal Gardens. They design and install a wide variety of projects from complete garden makeovers to patios, artificial grass, composite and timber decking, turfing, fencing and resin bound driveways. No project is too big.

The owners approached Fine Design, wanting a new look for their company. We started by developing a new logo and a single website for the two different services they provide. The March Patio Centre pages provide detailed information on all they sell to the general public and trade, with MPC Ideal Gardens showcasing a portfolio of projects from the start through to completion. We also provided business cards, literature for handing out and new livery for the vehicles.



**finedesign**  
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...making the pieces fit

