

# LYNDON ASSOCIATES

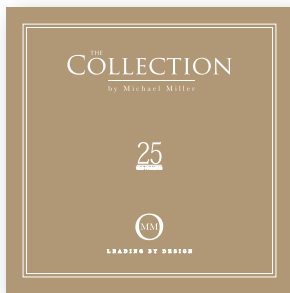


MARKETING LIMITED

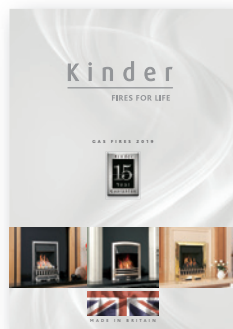
## Case Study

### BFM Europe

BFM Europe is the fastest growing domestic fire producer in the UK with an unequalled reputation for quality and service. The company designs and manufactures gas and electric fires, plus stoves at their purpose built unit in Stoke-on-Trent. They have eight established consumer brands:



• The Collection



• Kinder



• Flavel



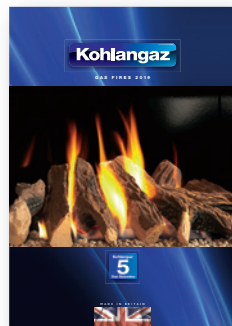
• Flavel Stoves



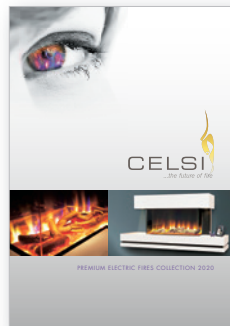
• Verine



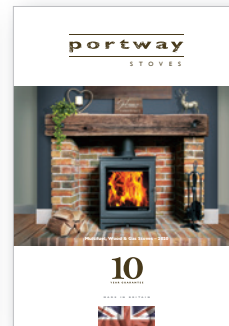
• Global



• Kohlangaz



• Celsi



• Portway

Lyndon Associates has been working with the management and marketing teams for over 15 years from the time that Kinder was the only brand in their portfolio! As a result of acquisition the number of brands has grown impressively. It has therefore become vital to give each brand its own clear identity and to manage that identity consistently across all elements of the marketing mix.

MADE IN BRITAIN



**BFM Europe**  
BRITISH FIRE MANUFACTURERS

Find out more about BFM Europe and their brands at [www.bfm-europe.com](http://www.bfm-europe.com)

