

Renapur Celebrates More Than 30 Years of Shows, Customers and Care with Heritage Inspired Rebrand

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After more than thirty years of travelling the United Kingdom and Ireland, demonstrating products and building relationships with customers face to face, Renapur has unveiled a refreshed brand identity inspired by the company's heritage.

The new look marks an important milestone for the British care products brand, which first launched in 1994 and continues to attend shows and events across the country today.

Since launching in 1994, Renapur has grown from a single leather care product into a trusted range of leather, suede, fabric and wood care products used by customers throughout the United Kingdom and around the world. Along the way, the brand became a familiar sight at shows and events across Britain, helping establish Renapur as a recognised name in leather care long before the rise of online shopping and social media.

Despite that growth, one thing has remained constant: the importance of meeting customers face to face.

For many people, their first introduction to Renapur was not through a website or social media advert, but at a county show, agricultural event, equestrian show, motorcycle show or exhibition. Those conversations, demonstrations and customer interactions have helped shape the business from the very beginning.

For years, those demonstrations helped introduce the brand to households across the country, creating generations of loyal customers who still use Renapur today.

While reflecting on the company's history, the team began looking back through old photographs, brochures, advertisements and exhibition materials that had accompanied the brand throughout its journey.

One element appeared time and time again: the distinctive Renapur green.

While Renapur products have long been recognised for their familiar white packaging, the heritage green featured prominently throughout the company's branding, show stands and marketing materials for many years. Bringing that colour back to the forefront became a key inspiration for the refresh.

The result is a cleaner, more consistent brand identity that reflects today's Renapur while remaining true to the company's heritage.

Robin Aspinall, Managing Director of Renapur, said:

"For more than thirty years, shows and events have been at the heart of Renapur.

We've travelled the length and breadth of the country, speaking directly with customers, demonstrating products and learning from the people who use them.

Many of those customers are still with us today, which is something we are incredibly proud of.

As we approached this milestone, it felt like the perfect opportunity to refresh the brand. We wanted a look that celebrated where we came from while helping prepare us for the future.

The products remain the same, but the new branding reflects the journey Renapur has been on and the customers who have been part of it."

While the appearance of the range has evolved, the products themselves remain unchanged. Customers can continue to expect the same trusted formulations that have helped care for leather, suede, fabric and wood for generations.

Since first introducing Renapur to customers at shows and events in 1994, the company has continued travelling the United Kingdom and Ireland, meeting customers face to face and demonstrating its products.

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