

PEEL

SCRAP METAL RECYCLING LTD



NEW LIFE FOR OLD METALS

“Peel Scrap Metal Recycling is a company I have worked with for close to 4 years now. This logo and positioning line was the very first thing I showed them after being hired to build a brand around their business. This was one of those instances in the life of a creative person when a solution materializes fully formed in their heads and all they have to do is find the pieces that fill out that image.

The owners bought into this idea right away because it expressed the vision they had for their company moving forward – Making sure that scrap metal recycling was seen as a highly positive and environmentally conscious form of industrial pursuit thus altering some of the negative stereotypes of the scrap metal industry

The program that followed was quite extensive, and has resulted in a 20+% increase in sales and the opening of a second warehouse location in Oakville. And it all started with the logo and positioning you see here. Big trees from little acorns do grow.”

If you'd like to have this level of strategic & creative thinking working for you, we should have a chat.

**ONWORDS
&UPWORDS**

CREATIVE
COMMUNICATIONS
MANAGEMENT



Jim Murray, Creative Director

Direct Line: 416 463-3475 • Email: jim@onandup.ca • Site: www.onandup.ca