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## Terraillon announces corporate rebranding in the UK

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Terraillon, the French specialist in weighing scales and connected wellbeing products formerly known as Hanson Ltd in the UK, announced a full rebrand yesterday (Thursday October 5).



The company will continue operating under one global trade name and will be known as Terraillon, effective immediately.

Founded in 1908, Terraillon set its sights on growing its brand presence in the UK when it purchased British-based rival Hanson in 1988. The rebrand is a move to merge both Terraillon and Hanson brands under one global brand known as Terraillon.

Terraillon chief executive Didier Bollé said: "My focus has always been on expanding the Terraillon brand on an international level. With this rebrand, Terraillon is affirming its position as one global brand, as our company's presence and awareness continues to grow in the UK and internationally."

UK marketing manager Linda Phoutthasak added: "Following this transition, Terraillon will focus on product investment and innovation in order to strengthen the company's relationship with UK trade. We also want to be in line with what the rest of Europe is doing and increase Terraillon's brand recognition in order to connect more meaningfully with our users."

The rebrand has also led to Terraillon's warranty for its kitchen and bathroom categories being extended to 15 years instead of the usual two years – a UK and Ireland exclusive.

The company said it is grateful for the continued support of UK retailers 'who all worked hard to ensure the transition went smoothly'. It noted that the rebranded Hanson products are available at 'the same select retailers, namely Argos, Dunelm, John Lewis, Lakeland, and Woodies, who have all extended their ranges. Additionally, all new Terraillon models will now be available at Sainsbury's and Curry's'.