

Integration of Orchard & Shipman into Pinnacle Group moves forward

4 years ago



[Pinnacle Group](#) has entered its second phase of the integration of housing specialists Orchard & Shipman (O&S) Group. This means that as of 1st June 2022, O&S Group now operates under the Pinnacle Group brand, replacing all O&S Group branding.

[Pinnacle Group acquired O&S Group in late 2021](#), to support Pinnacle's geographic expansion and service capability growth. Since then, the integration of the two businesses has been steadily underway. As well as the change to the branding, this latest phase of the acquisition will simultaneously see the O&S Group social media channels and website cease – apart from O&S Homes (one of our regulated Registered Providers of Affordable Housing), which will still have a page on the Pinnacle Group website.

Peregrine Lloyd, chief executive of Pinnacle Group, said:

"We're pleased to be taking the final integration steps as part of our exciting acquisition of O&S Group. The integration of branding, social channels and website within the Pinnacle Group brand is an important part of our plan to deliver our vision together as one provider. We look forward to growing from strength to strength together."

Peregrine Lloyd, Group Chief Executive