

Brand vision focused on solutions and service

2 years ago



Electrical and digital infrastructure provider Legrand UK & Ireland has announced a new brand vision to align its business with the present and future needs of customers and provide easier to its services.

Putting customers at the heart of the company by bringing together its teams of specialists, the company will be divided into four business units:

- Cable Management: providing support and advice for any cable management installation.
- Critical Power: covers all power distribution and control requirements of any building – whether a data centre, hospital or office.
- Working & Living Spaces: incorporates several brands to deliver a solution for the fit out stage of construction.
- Digital Infrastructures: offers sustainable solutions for data centres and local area networks.

Together, the divisions will ensure electrical professionals are best placed to receive the bespoke solutions required.

The company has [launched a new website](#) to help bring its product information and support services closer to those who require them.

For electrical consultants, the move towards a solution-first approach will provide improved support across projects. Bringing together expertise and legislative knowledge from across the business, the company stated that it can provide specialist support to key vertical markets, including rail, healthcare and education.

Chief executive officer Pascal Stutz said: “Our philosophy is simple. We aim to improve lives by transforming the spaces where people live, work and meet. We achieve this through a combination of electrical and digital infrastructures and connected solutions that are simple, innovative and sustainable. As a UK manufacturer for more than 40 years, our new vision will bring our leading brands together to offer our best service yet to customers.”