

Jangro unveils bold new brand identity at London Cleaning Show

10 months ago



Jangro, the leading independent provider of janitorial and catering supplies, has unveiled a new brand identity at the London Cleaning Show – the company's first rebrand in over a decade.

This transformation marks a significant milestone in Jangro's ambitious expansion strategy, reinforcing its position as a pioneering force in the cleaning and hygiene sector. The updated branding modernises the company's visual identity while underscoring its commitment to sustainability and innovation.

Jangro partnered with creative agency, Cogent, to bring this vision to life. The new brand identity introduces a bold and unique visual language, incorporating:

- 'Starbursts' and 'pings' of light, symbolising pristine cleanliness
- A dynamic 'swoosh' in packaging design, capturing the motion of cleaning
- A fresh organic green as the primary brand colour, replacing the traditional blue and red, reflecting Jangro's dedication to sustainability
- A palette of bold, nature-inspired colours to enhance coordination and product recognition

Jangro debuted the redesigned branding exclusively at The London Cleaning Show, where the company also showcased a repurposed Airstream as its exhibition stand, further demonstrating its commitment to sustainability.

Joanne Gilliard, CEO of Jangro said: "Our brand is more than just a logo or a colour palette – it's how we show who we are and what we stand for. At Jangro, we pride ourselves on being at the forefront of

innovation in the cleaning and hygiene industry. This year, we wanted to make a bold statement with our branding – one that reflects our progressive approach and deep-rooted commitment to sustainability. Our new identity embodies these values perfectly. Cogent has done an incredible job, and we're excited for the industry to experience the new Jangro look at the Cleaning Show."

Jangro's brief to Cogent was driven by a clear objective: to stand out from competitors and reinforce its reputation as the most progressive cleaning, hygiene and catering supply group across the UK and Europe.

Gareth Evans, managing director at Cogent, said: "Jangro's commitment to innovation and sustainability was clear from the start. However, its previous branding didn't fully reflect this. This project was an exciting opportunity to align Jangro's visual identity with its values, positioning it as the modern, forward-thinking company it truly is."

Moving forward, customers can expect to see Jangro's fresh branding – including the new signature green and luminous pings of light – rolled out across all products, packaging and marketing materials. The first glimpse of this new look can be seen in the brand-new cleaning and hygiene catalogue.