



**Toupret unveils new branding - making it easier for professionals to find the right filler**

Toupret, the professional's choice for quality wall fillers, has launched a major refresh of its company branding and product packaging to target painting and decorating, building and construction professionals.

The brand already has the strongest product line up across all categories of any filler brand in the UK. With the goal of making a great quality filling job simpler and quicker for professionals, Toupret also wanted to make it much easier for them to choose the best product for their task.

With that in mind, the product range has been completely restructured to ensure crystal clear communication, reflecting the main uses of each filler for the professional customer. This reorganisation started with research talking to professionals to find out exactly what they want from a filler; the entire range has been built around results from these surveys and focus groups.

Many of the products have been renamed to make their application really stand out - for example 'TX110' becomes 'Quick Dry Filler'. The new clean-cut pack designs are also much clearer at explaining use and type of job application in detail, making it simple for professionals to find the right filler for a seamless application. However, Toupret knows it has a loyal customer base and so the old product names remain on the pack to ensure they are still recognisable.

Colour-coded categories for interior, exterior, wood and problem surfaces highlight the main types of projects, plus two quality levels make it easy to find the best product for a job: the core range is in a light grey and black pack whilst the premium products have an all-black design.

Other features that are important to professionals, such as drying times and filling depths, are also highlighted boldly on the front of every product as part of the re-brand. For premium products, icons clearly communicate additional quality benefits, whether 'Ready To Paint in 30 Minutes', 'Highly Flexible', 'Extremely Durable', or 'Controls Damp'.



For the last 80 years, Toupret has been on a mission to supply better quality fillers to professionals by striving to be a reliable, expert, and supportive brand that produces practical and innovative product.



Mark Squire, managing director at Toupret UK said of the rebrand: *“The key objectives for the pack re-design were to have a clear differentiation between the categories plus an explanation of what each product is and what it does. On top of that, it was vital we conveyed strong communication of the key product features and benefits, plus reflect the quality choice to professionals giving them relevant choices for the tasks they do.*

*We are proud of the work we have done over the past 18 months to relaunch Toupret as a modern and dynamic filler brand. Whilst revitalising our pack design to make Toupret even easier to spot on the shopfloor, we have remained steadfast in producing the same class-leading filler that professionals can rely on for optimum results.*

*Whatever the job, whatever its size, whatever the surface, our complete range of high-quality fillers has the practical answer. Here at Toupret we offer the widest range of fillers in the UK and that is something we want to shout about this year”.*

-Ends-

## **About TOUPRET**

Toupret is the professional brand of choice for quality surface preparation. Fillers are Toupret's sole focus, it is all the company produces so the team knows how to expertly produce the very best. It is dedicated to designing expert and innovative fillers to help painters and decorators, building and construction professionals and DIYers to protect and enhance walls with long-lasting results.

Every day for the last 80 years, Toupret has worked with wall experts to design the best fillers and to optimise application techniques. Toupret strives to simplify the daily lives of professionals and enable them to showcase their skills with the very best equipment. The company is on a mission to achieve perfect workmanship and long-lasting results.

For more information, visit the Toupret UK [website](#), connect with @ToupretUK via [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#), or Toupret international group's [LinkedIn](#) channel.

## **Contact**

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