



PRESS RELEASE: FOR IMMEDIATE RELEASE

Cartwright launches new brand identity and five business lines

UK – Cartwright today announced the first phase of a fresh brand identity marking a new era of innovation for the firm.

The rebranding exercise included a modernised logo, updated visual elements that bring to the forefront Cartwright's inherent pioneering spirit, and the staged launch of five distinct brand extensions to enhance and distinguish specialised services: Pension Trusts, Charitable Trusts, Funeral Trusts, Employee Rewards, and Corporate Treasury.

Each new brand extension will have its own unique website to offer a more tailored experience for clients and provide them with a clear, easy-to-navigate platform designed to meet their unique needs.

The websites for Pensions Trusts and Charitable Trusts have been launched first, the remainder will be launched in coming weeks.

Ian Cartwright, Founder and Chairman of Cartwright said: "For over 38 years we have built a strong and recognised brand in the market. As we now look to evolve our business and expand the breadth and depth of the expert services we offer our clients, it also felt timely to also look at our identity as a whole, and our services lines independently within. Key for us was building on the strength of our existing foundation whilst developing something fresh, unique and dynamic, in line with our longstanding corporate purpose and values."

Cartwright continued: "We hope that clients will recognise our commitment to both our existing Pension Trusts market and these new markets which apply the same skills we have used for 38 years to new areas. This is a new chapter in our focus to remain at the forefront of industry innovation."

-ENDS-



Note to Editors:

Cartwright Corporate Treasury

Our experience, people and pioneering spirit is what sets us apart.

Cartwright have spent over 38 years honing their unique skill-set, to be the ace in the hole for small and medium-sized businesses managing their cash reserves and working capital.

Originating in the pensions market, Cartwright soon realised their wisdom in pension trusts could benefit other sectors too.

They recognise the challenges faced, so offer direct access to a real person, an expert in their field, to help businesses nationwide build their financial resilience through strategies designed to meet the unique needs of each client.

With a focus on improved liquidity - ensuring that the reserves support rather than hinder the wider business, and with nothing 'off the shelf' - Cartwright listen and learn first, to ensure a perfect fit treasury management strategy.

As well as corporate treasury, they apply their same pioneering spirit and unique know-how to help charities, pension trusts, funeral trusts and businesses nationwide. Find out more at:

[There are one or two things you need to hear | Cartwright Corporate Treasury](#)

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