

PRESS RELEASE



The Sleep Enthusiasts are looking good at John Cotton

Europe's largest filled bedding manufacturer – John Cotton - has a brand new look and an exciting new portfolio to match.

After reviewing consumer feedback on their brand and logo, the team at John Cotton decided it was time to embrace a more modern look for their range of pillows, duvets and mattress protectors.

The new logo sees a clever play on the letters J and C, from the name John Cotton, as crescent moons in a striking black and oatmeal colour palette.



In what is seen as a traditional industry, the team at John Cotton pride themselves on their research and development to drive innovation and wanted their branding to reflect this.

Sales and Marketing Director, Phil Atherton, says of the re-brand:

“We’re a family run company and we don’t mind admitting that we’re obsessive about perfecting our products to make sure the Great British public gets the best nights sleep. We love our new look and feel it really reflects what we are all about; we’re pioneers in our field, modern in our thinking and up to date in our processes, taking a proactive stance on product and brand development.”

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For more information about the John Cotton Group please visit www.johncotton.co.uk.
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