

Protection Through Innovation...

Protection Through **Innovation** may look like just another new tagline but it forms the heart of Zaun Limited's vision for the future as they launch their refreshed brand in their 25th year. **Stewart Plant**, Marketing Manager spoke about the new brand, vision, and values which place Zaun as the *trusted manufacturing partner for sports and physical perimeter security*.



So why a new brand for Zaun?

One of the main areas in which Zaun stands above the rest of the industry is in its **design and in-house manufacturing**. However, over the last few years this has also been the same area that Zaun has failed to convey to its clients and customers.

Zaun is **the last in-house manufacturer in the United Kingdom of woven and welded mesh fencing systems**, and that is something we need to be proud of and promote. Our ability to create new products that protect people, assets and events drive the innovations that have seen Zaun continue to challenge the industry on what sports and security fencing manufacturing should mean.

How do you represent all that in a brand?

First, we had to break down what problems we solve for our customers and clients. Sitting down with the internal team and customers aided us in exploring a full SWOT analysis of Zaun, not only as a company but as a brand. Our **excellence in British manufacturing** was the biggest strength which continuously repeated itself across everyone who responded.

With this in mind, we added the visualisation of a Union Flag to represent British manufacturing in the design of the new logo. Whilst this might seem just a simple addition it draws a line in the sand. We are Zaun and we are **proud to be the last in-house British Manufacturer of Woven and Welded Mesh Fencing Systems.**

With all these changes why didn't you change the typography of the logo?

It was one of the first things we discussed at the concept design meeting. Do we change the typography and go with something new? However, this led to a second question; what does the logo already mean to the industry?

Zaun has been well respected over the last 25 years for **manufacturing high-quality products for the sports and physical perimeter security** industry. Since its launch on November 6th, 1996, problem-solving and innovation is at the core of Zaun's continued investment in manufacturing machinery. Customers and clients recognise Zaun as a **leader in quality and excellence.**

The typography has been the one constant throughout our growth. Customers and Clients connect as soon as they see it, they feel secure that Zaun is a leader. Likewise, the history of the typography; first chosen by Alastair Henman (Managing Director and Founder) has woven itself into the core of the business, the internal team, and the local community.

Everyone loves a good tagline, why did you pick "Protection Through Innovation"

From 'Zaun... means Fencing' to 'Zaun Makes Perfect Fence' we have seen some interesting ones over the last quarter of a century. However, our new tagline isn't just an easy marketing win. Protection Through **Innovation** displays our mission right at the heart of what we do.

Our investment in British Manufacturing is second to none. It forms one of the cornerstones of our five company values; **Problem Solving, Excellence, Investment, Teamwork, and Trusted Partners.** Through continued investment and the '*Right People in the Right Places*' across our business we can offer solutions that stem from innovation to offer the highest levels of protection in sports and physical perimeter security.

What about the future?

The future has never been brighter for Zaun. 2021 was a year of reflection after coming out of the COVID-19 Pandemic. In 2022 we started to put the customer experience at the heart of our business. The future? Well as our new tagline says Protection Through **Innovation.**

About Zaun

[Zaun Limited](#) is the sole remaining manufacturer of welded and [woven mesh](#) fencing systems that manufactures the entire system in the UK. Zaun makes the mesh, fencing panels, posts, clamp bars and fixings at its state-of-the-art five-acre production facility in Wolverhampton in the West Midlands. [Products](#) have been [tested and approved](#) by testing organisations including [CPNI](#), [LPCB](#) and [Secured by Design](#).

Zaun works very closely with all stakeholders within the business including employees, local, national and international suppliers and a long-established customer base of fencing contractors to design, manufacture and supply high-quality fencing systems, increasingly often providing expertise in integrating [PIDs and other systems](#) into holistic security solutions.

Zaun was founded in 1996 and remains a private company solely owned by co-founder Alastair Henman with a regional office in Dubai. They are certified to the [ISO 9001](#) quality standard. It is also a member of the [Perimeter Security Suppliers' Association \(PSSA\)](#), of which Alastair Henman is a director.

[Zaun is a proud British](#) manufacturer and founder member of the Made in Britain campaign, a key player in the UK fencing market and one of the fastest-growing companies in an increasingly competitive industry.