Bradford™ Ventilation

Edmonds is Rebranding to Bradford

Announcement

Dear Valued Customer,

I am pleased to announce the rebranding of Edmonds to Bradford. This change has been a considered one and is the result of feedback from our customers and consumers. Although we are changing the name of our ventilation business, we can assure you that you will continue to experience our quality products and great service.

Since Bradford acquired Edmonds in 2005, it has had a shared vision to improve the health, comfort, and energy efficiency of buildings that our customers live, work and spend their leisure time in, by providing high performance ventilation solutions. This mission will continue to be the focus for the newly branded ventilation category.

As a customer, you will see over the coming months the release of products and solutions designed to give you an opportunity to sell competitive, compliant offers to your customers with all the assurance you have enjoyed in dealing with Bradford. The rebrand will not happen over-night and there will be some time before all products completely transition. However, we expect the majority of our marketing collateral and communications to change over by 1st March 2020.

During this process and transition we value your feedback and welcome your thoughts on the change of brand.

For more information on the changeover, please contact our National Call Centre 1300 858 674

Regards,

Linda Sutherland-Grujic
General Manager Marketing - Bradford

Current Brand

EDMONDS
Technologies for a Sustainable Future

New Brand

Bradford™ Ventilation

1300 858 674 | bradfordventilation.com.au/rebrand

CSR Bradford 10 Stanton Rd,
Seven Hills NSW 2147
bradfordventilation.com.au

CSR Bradford is a business division of CSR Building Products Limited ABN 55 008 631 356.

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