

CMO Group Plc

("CMO" or "the Group")

New year, new look for CMO's online superstores

As part of its ongoing investment and expansion, CMO Group PLC, the UK's largest online-only retailer of building materials, is set to continue to disrupt the traditional builders' merchant market by unveiling a new brand identity across all eight of its popular superstores.

The new visual identity will strengthen the relationship between the established brands, which include [Roofing Superstore](#), [Insulation Superstore](#), [Door Superstore](#), [Tile and Floor Superstore](#), [Total Tiles](#), [Drainage Superstore](#) and the newly launched [Plumbing Superstore](#). One of the most exciting changes will see CMO Trade, the merchant's successful trade account service, rebranded to become [Building Superstore](#) to better reflect the breadth of its product offering and support package that has been specifically developed for professional builders, contractors and developers.

Collectively, the online superstores provide both DIY and trade customers with everything they need to build and maintain a home. With a proven track record of supplying products and providing technical support to the professional trade market, Building Superstore offers access to over 100,000 products to suit a variety of contracts and applications. Both new and existing account holders can also take advantage of regularly updated special offers and discounts, as well as a competitive pricing structure and reliable UK deliveries.

The brand refresh is part of CMO's ongoing development of its online brand portfolio, with new product ranges set to be added throughout the year as the retailer remains responsive and flexible to meet the changing needs of the market.

Commenting on the new brand refresh, CMO Group's CEO Dean Murray said: "We are continuously investing in our customer experience and product portfolio so that we can meet growing demand and give our customers the choice and availability of materials they need to confidently crack on with their jobs."

"Our mantra of 'good builds start with our superstores' is a vision that is quickly becoming a reality as we expand our customer base and in the case of the newly rebranded Building Superstore, support more professional contractors to fulfil larger and more varied contracts."

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CMO Group Plc

Ben Hodson, Brand Director

Tel: 07977 021 921

Instinctif Partners

Matthew Smallwood

Tel: +44 20 7457 2005

Justine Warren

Tel: +44 20 7457 2010

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