



ABS.
a better way.

The Challenge

ABS was a company with a great story to tell. They were a genuinely positive force for good - channelling a big chunk of their profits into their ABS Foundation, which supported great causes all over the world. The trouble was, they supplied printers and photocopiers, which isn't most people's idea of exciting!

The Approach

87% of consumers say it's important for brands to act with integrity at all times.

So ABS already had some great credentials to share. But when we immersed ourselves in their brand, we discovered that this positive attitude permeated their whole business. They were always listening to their customers and going beyond the call of duty to make them happy.

And that led us to one simple, powerful brand message: ABS. A Better Way.

To capture the spirit of their helpful team, we defined a distinctive visual language and a playful tone of voice. It took a clean, simple, non-technical approach and used straightforward, light-hearted language to help ABS stand apart from the complex jargon so often found in the sector.

The Results

The rebrand made the whole team feel excited and proud to be part of ABS. But it also had a measurable effect on their business. Enquiries increased hugely, leading to 123 new accounts in the 9 months after the rebrand. Maintenance contracts also went up by 50%. Another nice side effect was that ABS found themselves working with more and more strongly ethical companies who shared their ethics and values.

“10 went above and beyond our expectations and we couldn't be happier with the results.”

David Lees, Marketing & CSR Director, ABS



'A'
Providing direction
'Greater than' symbol
- better than the sum of our parts

The 'feel good' factor
- satisfied customers, motivated
employees, effective results and the ABS
Foundation.

There is a better way About ABS Challenge us Blog ABS Foundation

The Better Way Challenge

Our strive to do things a better way runs deep within our business. This not only motivates our team to find smarter ways to approach tasks, from the menial to the magnificent, it also means we will approach your business challenges slightly differently.

Eaton Smith Solicitors saved 38% per month on their print costs

[learn more](#)

80% of output is now B&W for Marshall Construction Group

[learn more](#)

Challenge ABS to find a better way for your business.

We thrive on the challenge.

[learn more](#)

Think before you print attitude for **Feel-good printing** **Reliable match**

5

reasons we are actually, really, really interesting

ABS
a better way

1.

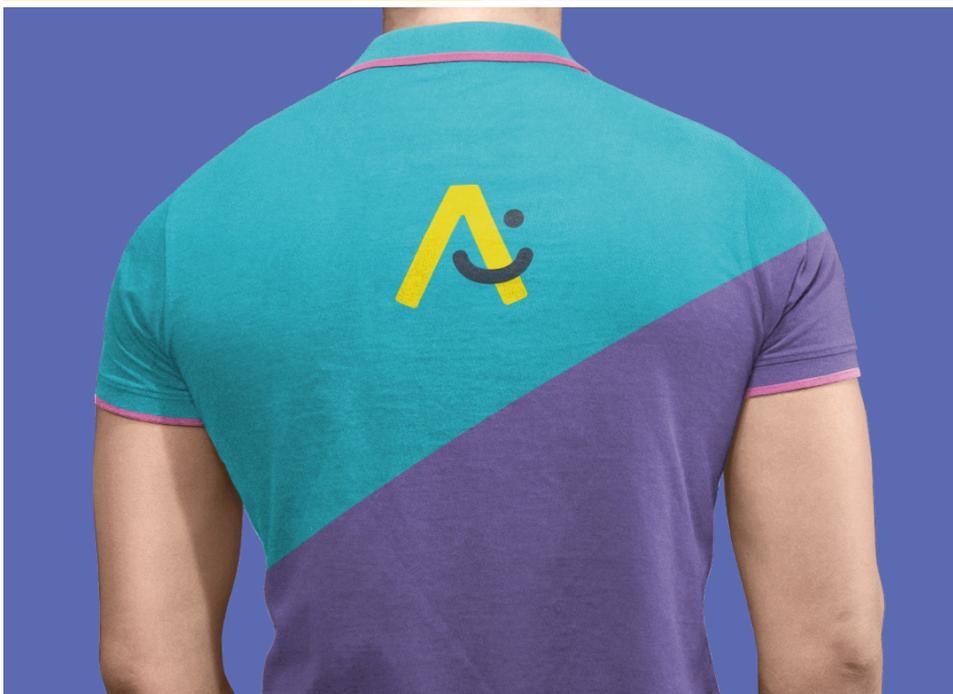
Every time you press Ctrl-P, you help build a school.

Ctrl is our symbol for the world's most important, which is our print. Press Ctrl-P to help build a school. We are proud to support communities in need and thrive.

2.

We can save you a wedge of cash.

We make it easy and cheap for you to print and copy. Learn how to save on your print costs. We are proud to support communities in need and thrive.



3.

No one can remember what ABS stands for.

A blue snake? A blue sandwich?
A blushing snoot? A beautiful sunset?

4.

Our Sales Director has an MA in Disaster Relief.