



# Fastener World / Sinops

↘ case study

Omnisity Limited  
1 Newton House  
Second Avenue  
LCP Pensnett Estate  
Kingswinford  
West Midlands  
DY6 7YE

t. +44 (0) 1384 294 444  
f. +44 (0) 1384 293 444  
e. [remarkable@omnisity.com](mailto:remarkable@omnisity.com)  
w. [www.omnisity.com](http://www.omnisity.com)

**OMNISITY**

“The development of our new business model and branding has been extremely successful and we have managed to broaden our customer base and component profile considerably in a very short space of time”

Richard Dunn  
Sinops Limited

## Background

Fastener World had become a major player in the UK specialising in the manufacturing and distribution of a wide range of industrial fasteners.

Recognising the opportunities to develop manufacturing resources in the emerging Chinese economy, the Directors decided to broaden the scope of the operation to provide a highly managed and professional manufacturing outsource service for all types of metal components required by British manufacturers.



## Omnisity Services

Omnisity was commissioned to develop the new corporate branding and positioning for the organisation, to include all literature and a purpose built web presence.

Through a series of face to face qualitative research sessions the basic positioning requirements were established and the new 'sinops' brand and primary level communications were developed.

- **New corporate identity and positioning**
- **New promotional literature and collateral**
- **New purpose built international web site with integral CMS**