

# Re-Brand Statement

A new chapter at LMR Global has began...

We are delighted to unveil a complete re-brand of LMR Global, A new identity that matches what the companies endeavors

After careful consideration, we believed it was a perfect time to re brand LMR Global, with a new logo that captures our mission statement and who we are as an organisation. The L now identifies as a road on a transformational journey, showing how LMR Global have the ability to support organizations', from top to bottom.

Todays launch has been months in the making. Our team have worked closely, carrying out extensive research on our brand, competitors and customers.

Why we've rebranded

- Our business has evolved and grown over recent years. We've gone from a training provider to a company that offers full transformational support which includes, leadership and cultural and behavioral development, lean methodologies to improve effectiveness and efficiency and the core tool manuals which support the automotive sector. While training remains the backbone of LMR Global, the additional services compliment our initial training significantly that allows us to have a long-lasting affect with each and every customer ensuring any improvements are sustainable.

What's Next

- While we may look different, LMR Global will remain the same. The rebrand was undertaken to simply better represent who we are as an organization and reflect the core values that the LMRG team live by. Through our growth strategy we will continue to support your transformational journey, where we develop skills and confidence to ensure your organisation is successful.

