

En Route reveals a refreshed brand identity



En Route International has updated its brand identity

[En Route](#) has unveiled a refreshed company identity to mark the next phase in its brand journey. As part of the unveiling, the company is placing three key business segments at the forefront of its proposition.

En Route's passenger solutions, supply chain services and sourcing segments have been developed to drive the company towards the next stage in its growth.

The company, which launched in 2002, has a turnover of £50 million (\$87 million) and expects to reach £70 million (\$122 million) turnover in the next 12 months.

En Route offers complete end-to-end design, development and delivery of complimentary and retail onboard food and service solutions with offices in the UK, USA, UAE and Australia. As part of the brand re-development, the company has conducted external stakeholder interviews and undertaken internal brand surveys to better understand the perception of the brand and the needs of both customers and colleagues.

"We're delighted to be launching our new brand at WTCE. Our business has really evolved over the years and for some time we've been able to offer more than just passenger solutions. As part of our new vision, our operating model is taking a more segmented approach, and we are now deliberately putting our supply chain services and sourcing capabilities at the forefront of our offering," said Nick Wiley, MD, En Route.

“Through its established passenger solutions segment, En Route provides individual food items, onboard meals and bespoke service delivery solutions,” he continued. “Its supply chain services function utilise its extensive worldwide network to ensure that product and services can be delivered effectively to any location required.”

Wiley also said that En Route’s sourcing delivers a “market-leading approach to finding any product, anywhere in the world, and getting it to where it needs to be. The strategic approach to procurement drives cost-savings, improves quality and consistency across the network and also brings logistics and storage efficiencies.”

He added that the company’s growth has come from building its existing customer base and supply chain capabilities, as well as working with new customers who want a unique service partner approach.

Tom Lay, Gead of Marketing, said, “Our previous brand has served us well for ten years, but we recognised the need to evolve to better align with the diverse needs of our customers and the ever-changing demands of the airline market. While our logo has evolved, we’ve been mindful not to lose sight of our heritage. People come to En Route because they know it comes with a level of quality that you will get as standard.”

Lay also said that the updated identity communicates En Route’s approachability.

“The colour palette represents our different segments and offers clear alignment. The new brand has been inspired by the people at En Route and the customers who trust us to solve their complex operational issues,” he added. “As specialists in our field, we are constantly striving to innovate and push the boundaries of what is possible; our new brand identity reflects this constant movement, ethos of innovation and our unwavering commitment to excellence.”