

# Floor Covering Media

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## **\*Logo facelift for carpet business**

Members (and Visitors):

This Press Release is about a logo redesign for a carpet business. It announces a long-standing carpet and furnishings firm in Lincoln has undergone a facelift after having the same logo for more than 30 years.

In preparation for its 50th anniversary next year, family- run Claytons appointed sign makers Allen Signs to rebrand its store on Tritton Road. It includes a new logo and a new colour scheme. Claytons director Simon Burt said the new look was having a positive impact on business. He said: "We have noticed an increase in footfall, which has in turn boosted sales. "The signage looks very up-to-date now and is more in keeping with the quality brands that we sell in store." according to sources. More at "This is Lincolnshire".

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Link:

[www.thisislincolnshire.co.uk/Logo-facelift-carpet-business/story-16892616-detail/story.html](http://www.thisislincolnshire.co.uk/Logo-facelift-carpet-business/story-16892616-detail/story.html)