



From left: Clive Bartlett, Georgina Bartlett and Alan Yorston

Jun 13, 2016 12:19 BST

Saltwater Stone: Saltwater Communications Rebrands as Saltwater Stone with Launch of New Services for Maritime Clients

13th June, 2016 – Leading specialist maritime agency Saltwater Communications has announced a comprehensive new service for the industry with the launch of company brand name, Saltwater Stone.

The rebranded business has been created to reflect the addition to the

company of a dedicated branding and design studio and a strengthened social media team, which build on the core PR, marketing and advertising expertise honed by Saltwater over the last 25 years.

The new Saltwater Stone name represents the integration of the skills and personnel of Ringwood-based design and branding agency Stone Design, which has already collaborated with Saltwater Communications on a number of recent projects.

The company continues to be led by owners Georgina and Clive Bartlett, with Saul Trewern remaining a board director. The exciting new design team within Saltwater Stone is headed by new Head of Design Alan Yorston, who brings 22 years of experience in branding and design, much in the maritime sector. He will be supported by studio manager Tara Kenny, content editor Susan Green and web developer Beth Walker. The social media team has been expanded with the addition of specialist Lauren Whitty, who joins Saltwater veteran Louise Smith.

Saltwater Stone will offer new agility and creativity in responding to clients' requirements, while retaining the personal, professional and budget-conscious focus around which the company has built its reputation. As previously, clients can continue to benefit from Saltwater Stone's key services in press and public relations, media planning and custom projects.

Georgina Bartlett said: "As we celebrate our 25th anniversary of business in 2016, we are very excited to announce this important milestone in the company's evolution, allowing us to refresh our business and create a more modern brand suited for today's environment. We felt it was an appropriate time to take the next step in our partnership with Stone Design, as we have already jointly undertaken successful projects for companies including Inmarsat and JL Audio and feel that the new brand represents our new wider company offering of PR, advertising and design.

"The new name of Saltwater Stone reflects more clearly the position of our business moving forward and the offerings we have for maritime companies. Bringing together the creative outlook of Alan and his marketing and design team with our Saltwater PR professionals provides our clients with a whole new element of service and capabilities, allowing us to provide a total marketing package from editorial to digital media, social media, media planning and brand development."

Saltwater provides public relations, social media and media buying for clients such as Cobham SATCOM, Kongsberg Maritime and Marlink in the commercial sector and Dometic, Awlgrip and Karpaz Gate Marina in leisure. Stone Design has worked with leisure clients such as Sunseeker, Princess, Williams Tenders and Coppercoat. Saltwater and Stone recently worked together to produce content and advertising for Inmarsat, a comprehensive European and advertising design package for JL Audio, literature for the launch of Boats.co.uk and the European and US advertising campaign for Intellian.

Alan Yorston commented: “We have worked with many of the leading brands in the industry which gives us a wide base of experience, so the ability to join with a company with an excellent reputation like Saltwater to complete the total package is a rare and exciting opportunity. There are very few companies able to offer the genuine complete service available from Saltwater Stone so we are confident that we have a strong and unique offering.”

After starting in the industry as BMC Public Relations in 1991, the public relations, social media, marketing and advertising specialist changed its name to Saltwater in 2000.

To find out more about PR & Media Relations services at Saltwater Stone, please visit www.saltwater-stone.com. Get in touch on +44 (0)1202 669244 or email: enquiries@saltwater-stone.com.

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About Saltwater Stone

Saltwater Stone is a PR, design and communications consultancy delivering compelling strategic solutions to leading maritime brands.

From its UK-based offices in Poole, Dorset, Saltwater Stone delivers flexible communication and creative services across the marketing spectrum for all maritime sectors, with specific focus on PR and media relations, media intelligence, and design for online and print.

Offering integrated, full-service marketing support on a national, European and global level, Saltwater Stone can be engaged as a press relations partner, media planning agency or creative hub.

www.saltwater-stone.com