

Rebrand for job-creating educational resources firm sold by Studio Retail Group for £30m

A Greater Manchester-headquartered educational resources supplier has created 30 jobs and completed a rebrand almost a year after its £30m sale by Studio Retail Group.

Findel Education, which is now called Findel, owns specialist education brands Hope, GLS, Philip Harris and Davies Sports which have also been rebranded.

These provide resources for primary school, secondary school and early years teaching, school business managers, science teaching resources and PE and sport equipment.

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The company can trace its roots back to 1817 and its brands and websites offer more than 32,000 products to educators and parents based in the UK and overseas with the business exporting to 130 countries.

The company employs around 300 people of which 250 are based at Hyde. The remainder work at Findel's distribution centre and offices in Nottingham.

Findel was [acquired in April last year](#) from Studio Retail Group following a management buy-out supported by Manchester-based private equity firm Endless.

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Chris Mahady, Findel's chief executive, said: "Since the MBO, independent ownership has allowed us shape the business as we want and begin to realise its full potential.

"The rebrand project is a critical element of achieving that goal and it heralds a bright new dawn for Findel. This was not simply about refreshing some logos, it was about undertaking a thorough strategic review of our business over a six-month period.

"We now have a new strategy, vision and direction that will drive us towards becoming a highly successful, multi-faceted, national and international education resources business and a trusted and valued partner to our customers.

"What we have done has energised and inspired everyone at the company. Colleagues now fully understand our business and brands and, most importantly, what they mean to our customers.

"We now have a collective purpose, clarity and strength about who we are and what we do.

"This will play a huge role in the delivery of our expansion plans as we launch new initiatives, products and services to achieve our ambitious growth plans for the benefit of educators worldwide."

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