

The Clearway Group undertakes group-wide brand identity update



As part of its on-going commitment to development and growth, security, protection and management specialists, The Clearway Group, has launched its new group-wide brand identity.

This supports the development activities of the Group and its plans for future growth. The new brand identity will help enhance consistency and clarity for all the Group's business services but there will be no changes to operational delivery or the way each of the businesses in the Group are managed and run.

Combining technology, experience and expertise, The Clearway Group specialises in the protection and management of property and asset portfolios with companies operating throughout the UK and France. Established in 2016, The Clearway Group is managed by an experienced team with proven industry success and a clear vision for growth. Their strategy is growth-focused, supported by investment in technology assets and solutions.

The Group's management is committed to expanding The Clearway Group, by extending geographical reach and enhancing the product and service solutions portfolio for all Group companies. Recently, significant investment was attained from a consortium of institutional investors led by Next Wave Partners ("NWP") to support on-going development and growth.

As part of the new Group identity, Cerberus Security & Monitoring Services Ltd (Cerberus), which was acquired by the Group in 2018, and specialises in bespoke security solutions for construction sites, commercial buildings, and major infrastructure projects, will become **Clearway Technology**.

Monitoring from a former MOD secret nuclear bunker, Cerberus operates one of the UK's few NSI Gold Category II Alarm Receiving Centres, providing professional 24/7 monitoring of site CCTV, permanent and temporary alarm and fire systems.

Anthony Owen, Commercial Director for The Clearway Group said "As a Group, we offer a wide range of technology solutions and services that enable our clients to protect their assets, whether that's their people, their property or their sites/compounds. We brought Cerberus into The Clearway Group to help us to expand our offering and we felt now was a good time to fully integrate the business into the Group which includes renaming and rebranding it to Clearway. As it is the technology-focused arm of the business it

seemed obvious to rebrand to Clearway Technology and operate this alongside Clearway Services. We're looking forward to building on the wider Group offering to provide more support to our current clients and to wider sectors."

Clearway Group Chief Technology Officer, Steve Hardcastle, said "It's an exciting time for The Clearway Group with significant investment and an ever-growing portfolio of technology and services. The time is right to bring Cerberus into the Clearway family completely and it's fitting that it becomes Clearway Technology as this is their area of expertise."

As part of the Group development, Debt Squared, who were acquired in 2019 by the Group and provide a range of debt recovery, enforcement and property security products and services to business markets, will also see a name change as it becomes **Clearway Debt Squared**.

Clearway Services will continue to provide all core physical security operations and solutions.



To find out more about The Clearway Group, Clearway Services and Clearway Technology, visit our brand-new website – www.clearway.co.uk.

For Clearway Debt Squared please visit www.debtsquared.co.uk

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