

2026 CREDENTIALS

Brand infrastructure for cold chain growth

An agency perspective on brand control, growth, and
integration in the temperature-controlled packaging sector

The brand challenge behind cold chain growth

Built on SandisonPay's experience across leading temperature-controlled packaging brands, and strengthened by our partnership with former Softbox and CSafe Marketing Director Elena Estes, we understand the brand challenges facing businesses in the cold chain sector.

As cold chain businesses grow, portfolios expand, launches multiply, and acquisitions add complexity.

Without a clear system behind them, those changes can create friction across sales, marketing and market perception.

What that looks like:

- Sales decks, datasheets, and validation materials drifting by region
- Product lines blurring together after portfolio expansion or acquisition
- Innovation reduced to a feature list rather than a usable story
- Premium positioning eroded when proof is hard to navigate
- Teams building their own versions of the brand without a shared system

Where cold chain brands lose value

When technical strength is not supported by brand.

Translation gap

Technical proof does not travel clearly across the buying committee.

Generic perception

Visual identity and messaging blend into a crowded market.

Underplayed innovation

Sustainability, monitoring, and performance gains go under-communicated.

Sales friction

When brands look interchangeable, decisions default to price and familiarity.

Brand drift

Regional teams, sales functions, and acquired brands fragment messaging, assets, and portfolio clarity.

Portfolio confusion

After acquisitions or launches, naming and architecture stop customers seeing the full offer.

Low visibility

Thought leadership, digital presence, and content often lag behind market ambition.

Inconsistent assets

Sales, marketing, technical, and validation materials vary in clarity and consistency.

Innovation reduced

Engineering progress becomes a feature list instead of a story.

A quick self-assessment

How many of these scenarios can you identify with?

If any of these issues feel familiar, don't worry. You're not alone!

- Your website explains products, but not the portfolio logic behind them.
- Different regions or teams create their own versions of presentations and messaging.
- New launches are strong tactically, but the wider brand system still feels fragmented.
- You have meaningful sustainability or performance stories, but they are difficult to find or reuse.
- Acquisitions have added capability faster than the brand architecture has evolved.
- Events and exhibitions feel disorganised, with multiple versions of the brand appearing at the same time.
- Sales teams rely on ad-hoc explanations rather than a clear narrative that scales.

What stronger brand infrastructure makes possible

- **For leadership**

Stronger control through growth and integration, a clearer business narrative and stronger readiness for growth or sale.

- **For sales teams**

Clearer materials, stronger proof, and a more coherent portfolio story that reduce friction and support better selling opportunities.

- **For marketing and regional teams**

Better templates, guidelines, and asset control speed up campaign delivery.

- **For technical and product teams**

Clearer documentation and validation content that can be produced without losing technical credibility.

The aim is not “more marketing”. It is a brand system that reduces friction as the business scales.

Why brand control matters now

**The pressure is no longer just technical.
It is commercial, organisational and brand-led.**

- New ownership, acquisitions, and category expansion are reshaping cold chain portfolios.
- Buying groups now include procurement, finance, ESG, and operations, not just technical teams.
- Digital channels often create the first impression long before technical validation begins.
- When competitors look similar, premium positioning erodes under procurement pressure.
- Integration activity often exposes gaps in portfolio logic, naming, and governance.
- Technical and validation materials need to be usable across functions, not just correct.
- Regional teams and acquired businesses can quickly create inconsistent market signals.

What leaders need

A brand system
that keeps pace with
growth and change

- A clear narrative that leadership, commercial teams, and technical stakeholders can all use
- Portfolio and brand architecture that scales through launches and integrations
- Governance and asset control that protect consistency across teams and regions
- Technical proof and supporting materials that are easier to navigate and reuse
- Sales enablement tools that strengthen clarity without losing precision

How SandisonPay works

Bringing clarity and control to growth, launches and integration

Technical immersion

We work with engineering and commercial teams to understand the offer, validation context, buyer landscape and operational realities behind the product.

01

Commercial translation

Help technical proof travel further across the buying committee without losing precision.

02

Brand infrastructure

We build the system behind the brand, including narrative, architecture, naming, templates, governance and asset control.

03

Activation

We roll that system out across launches, web, sales materials, events, and digital engagement.

04

What we deliver

A scalable brand system,
not one-off marketing assets.

Positioning & narrative

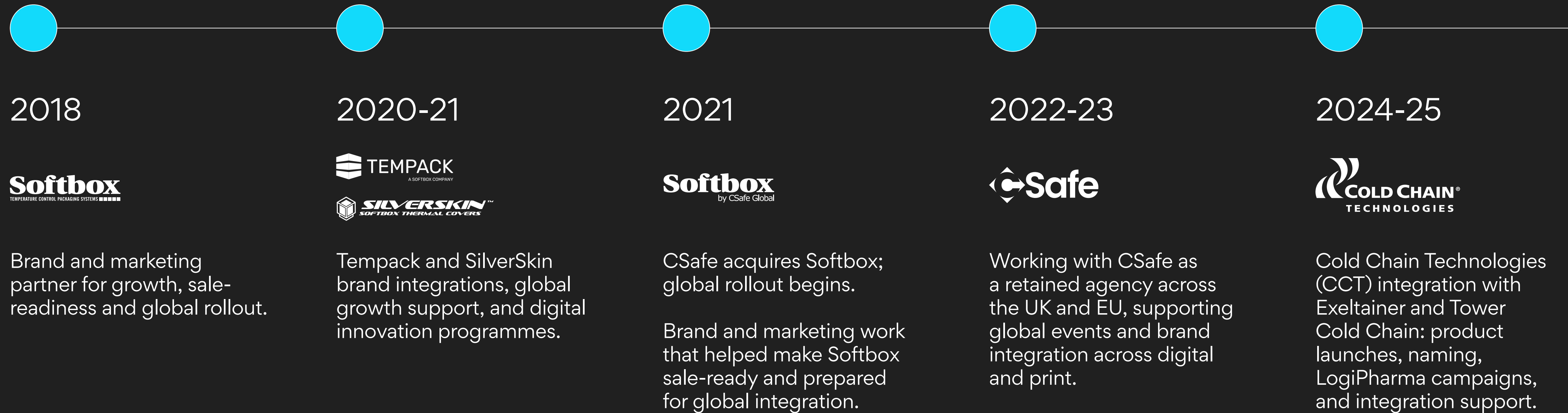
- Clear stories and proof points that connect technical capability to market relevance
- Commercial messaging that helps technical credibility travel further across the buying committee

Architecture & governance

- Portfolio architecture and naming frameworks
- Brand guidelines, reusable templates, and asset control across regions
- Systems that help growth and integration happen without fragmentation

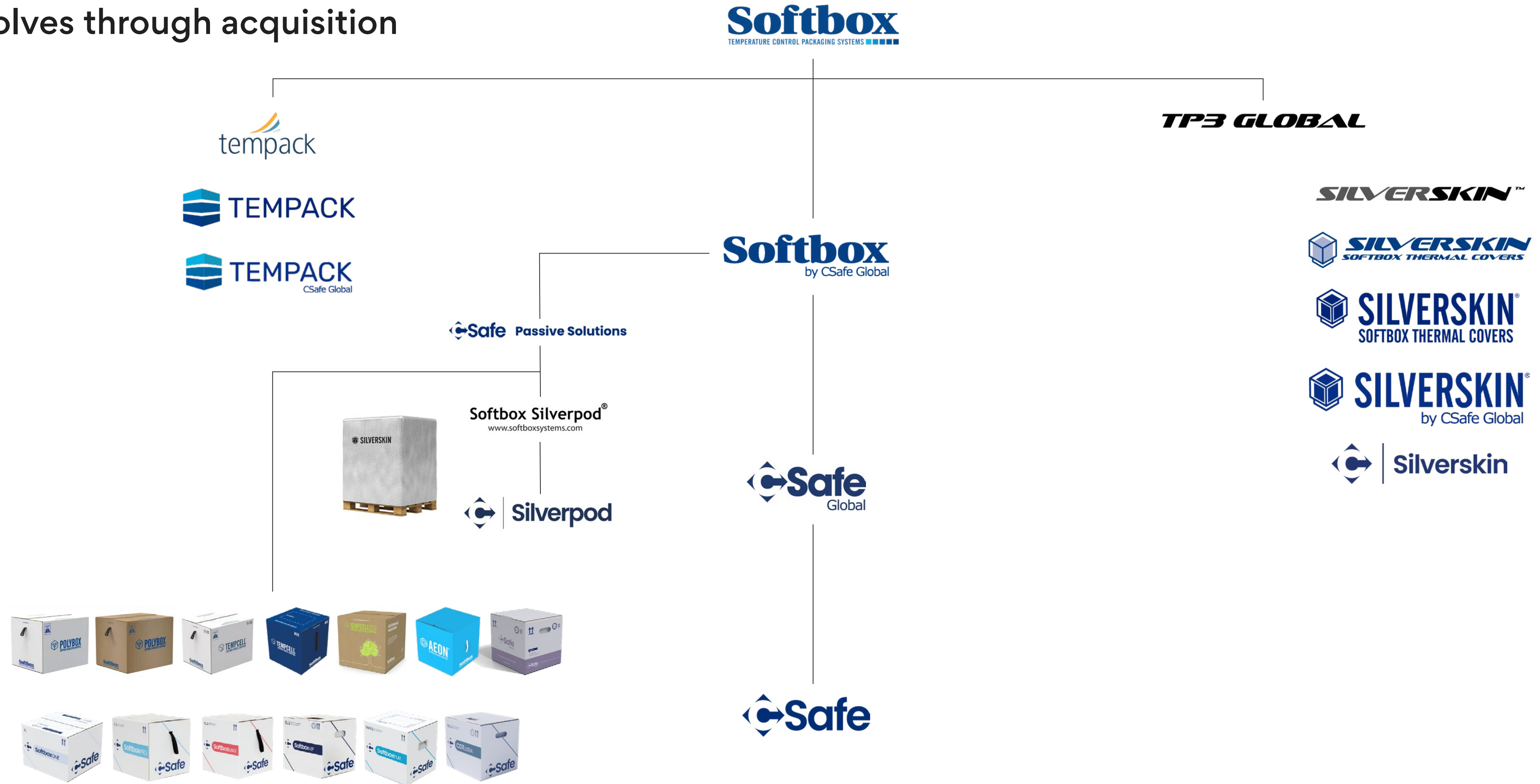
Activation & enablement

- Sales enablement tools across the portfolio
 - Launch assets across web, events, and digital channels
 - Clearer technical-document templates that improve consistency across commercial and technical touchpoints
-



Experience shaped by growth, acquisitions, and integration

How brand architecture evolves through acquisition





What I really like about SandisonPay is that they spend time trying to understand our company and the way we work. They know I'm very busy and don't have time to explain everything properly on email, and they just really get what I'm trying to say and deliver above expectations...they are truly like a seamless extension of our business."

Elena Estes,
Global Head of Marketing, Softbox Systems.

CASE STUDY

Softbox Systems

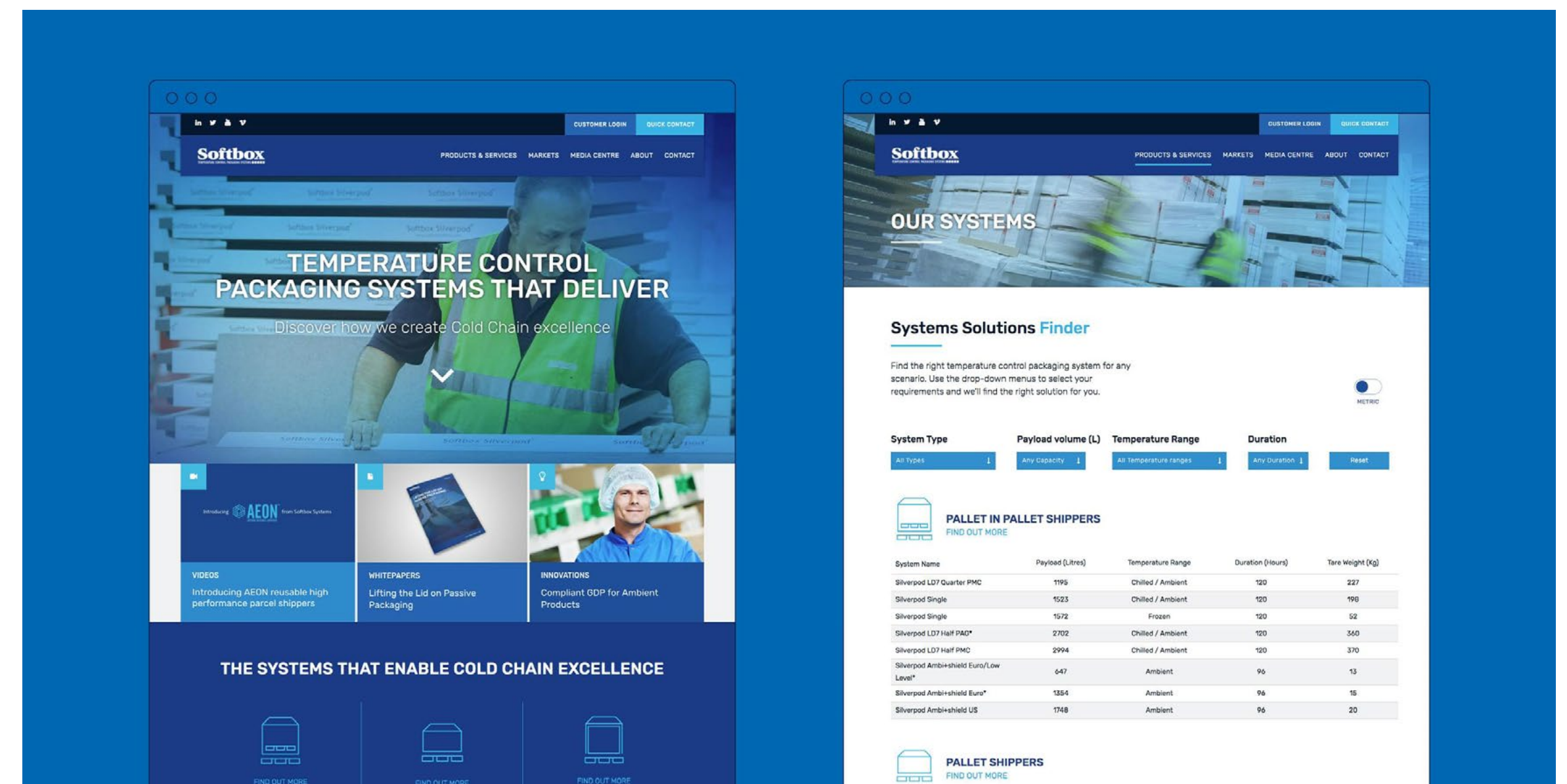
Brand and systems partner during three years of growth and acquisition-led change.

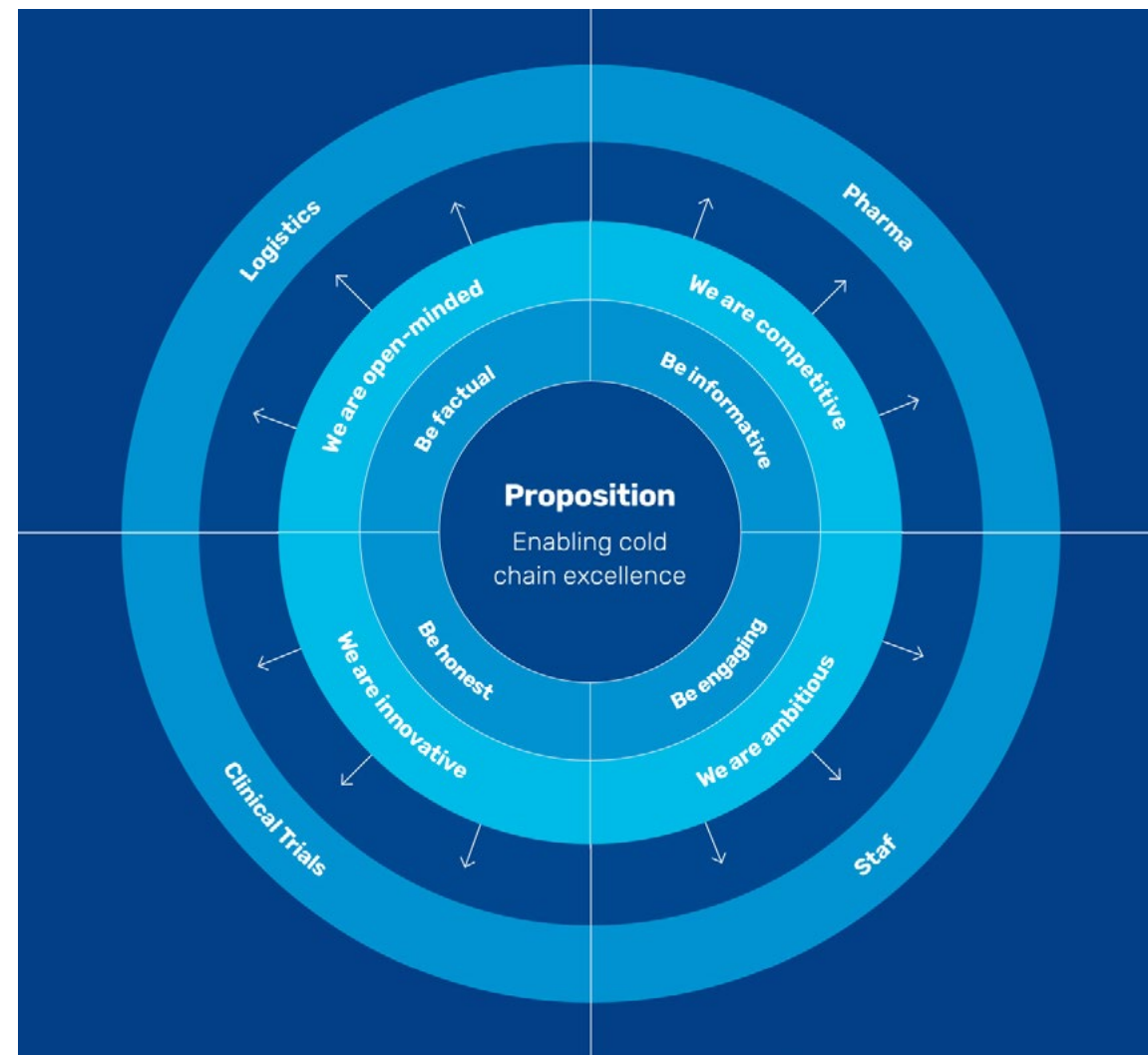
Working directly with Elena Estes and the wider Softbox team, SandisonPay supported the business through a period of rapid growth, portfolio development and acquisition-led change. Our role spanned brand development, internal systems, product communications, launch activity and clearer technical documentation.

What we delivered

- Website and intranet development
- Product data sheets and technical document templates across the portfolio
- Product launches, including naming, positioning, and branding
- Account-based marketing campaigns and launch programmes
- Sales materials, HTML emails, and follow-up marketing activity
- Exhibition and event stands
- Social media activity
- Motion graphics, video, and animation

Following the acquisitions of Tempack and TP3, SandisonPay also provided strategic support for brand assimilation, portfolio clarity, new digital platforms, and updates to product ranges and supporting materials.





TEMPERATURE CONTROL PACKAGING SYSTEMS FOR THE LIFE SCIENCE INDUSTRY

PACKAGING SYSTEMS THAT TICK YOUR BOXES

Product Name	Weight	Dimensions	Temperature Range	Capacity
Standard Pallet	1200kg	1200x1000x1200mm	-20°C to +25°C	1200 units
Specialised Pallet	1500kg	1200x1000x1500mm	-25°C to +20°C	1500 units
Parcel Shipper	50kg	600x400x600mm	-15°C to +15°C	50 units





Their experience with Softbox has given the team a deep understanding of the global pharma cold chain landscape...

...an excellent foundation to support future growth.”

Bridget Johnson,
Senior Vice President of Marketing, CSafe.

CASE STUDY

CSafe



Global rebrand rollout, launch support, and integration continuity across five continents.

In 2021, US-based active temperature-controlled shipping solution provider, C-Safe, acquired Softbox in a game-changing deal that would give them the most comprehensive portfolio of active and passive thermal shipping solutions for the pharmaceutical cold chain.

As C-Safe's only UK-based agency, this merger expanded our relationship across five continents and saw us roll out the rebrand to a wide range of printed and digital assets. SandisonPay helped roll out the brand with greater consistency across digital and print during a period of major integration.

What we delivered

- Global rollout of rebrand assets across print and digital touchpoints
- Portfolio communications and supporting materials with greater cross-channel consistency
- Sales materials, brochures, and presentation assets for international teams
- Event, exhibition, and internal communications during a period of integration
- HTML emails, social content, and campaign support across regions
- Motion graphics, animation, and practical supporting collateral for day-to-day use





The collage features several key pieces of content:

- Social Media Posts:** Multiple screenshots of LinkedIn posts from CSafe, including announcements about a new bulk-air cargo container, a reusable pallet shipper (APS), and a maintenance rebuild program for RKNs.
- White Paper:** A document titled 'Preventive Maintenance Rebuild Program Keeps CSafe's Fleet Operating Like New', discussing the importance of mechanical systems in cold chain logistics.
- Case Study:** A document titled 'Mitigating Risk While Moving Life-Saving Treatments Across The Globe', detailing the use of simulation software for global shipments.
- Product Information:** A 'Thermal Protection for Vital Healthcare Product Deliveries' document highlighting features of CourierMAX containers.
- Other Content:** A 'Better for Sustainability' post, a 'White Paper: Digital Twins and the Cold Chain Experience', and a post about 'Expanding patient access to starts with a stronger cold chain at every level, including you'.

CASE STUDY

Cold Chain Technologies (CCT)

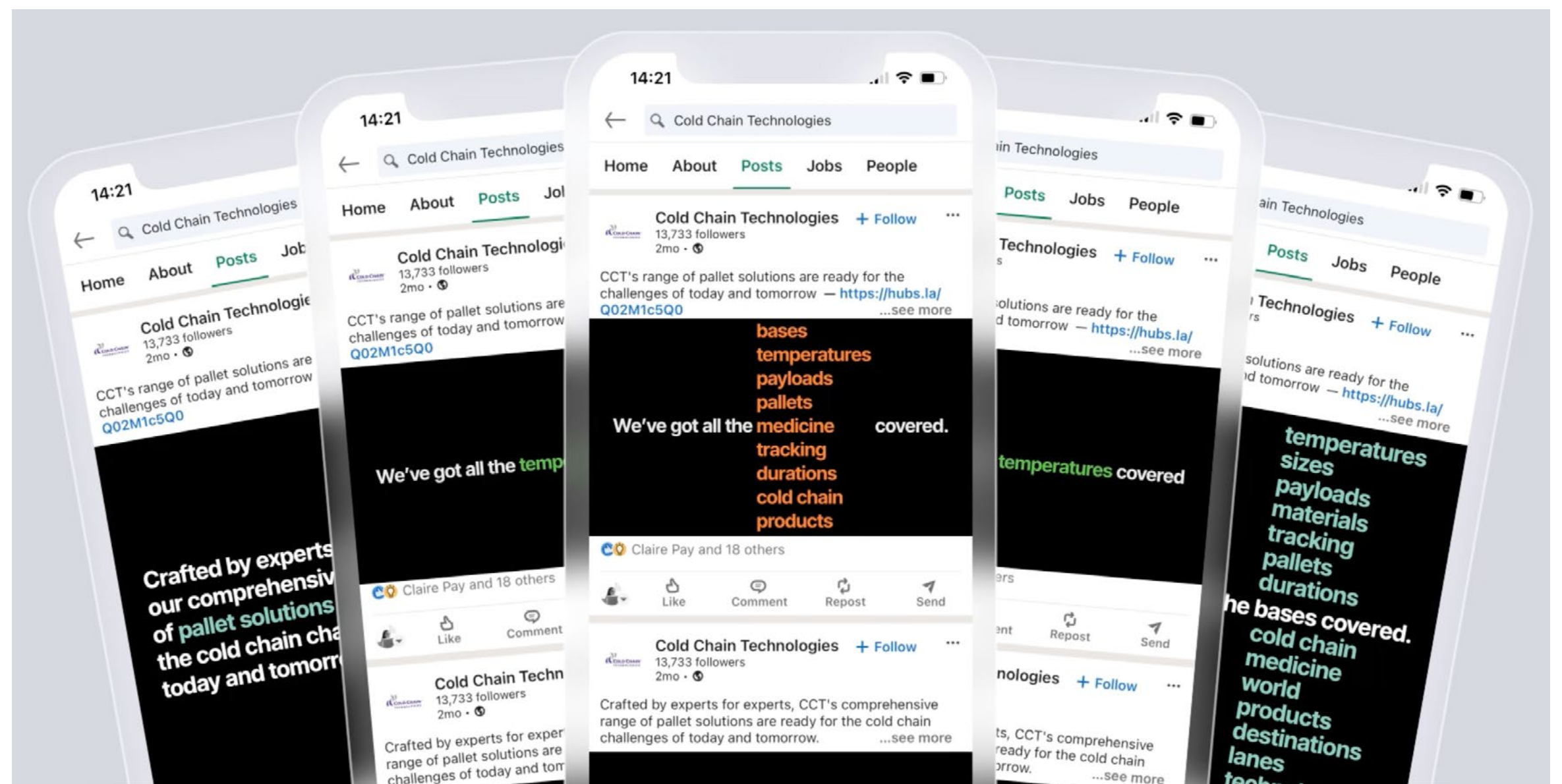


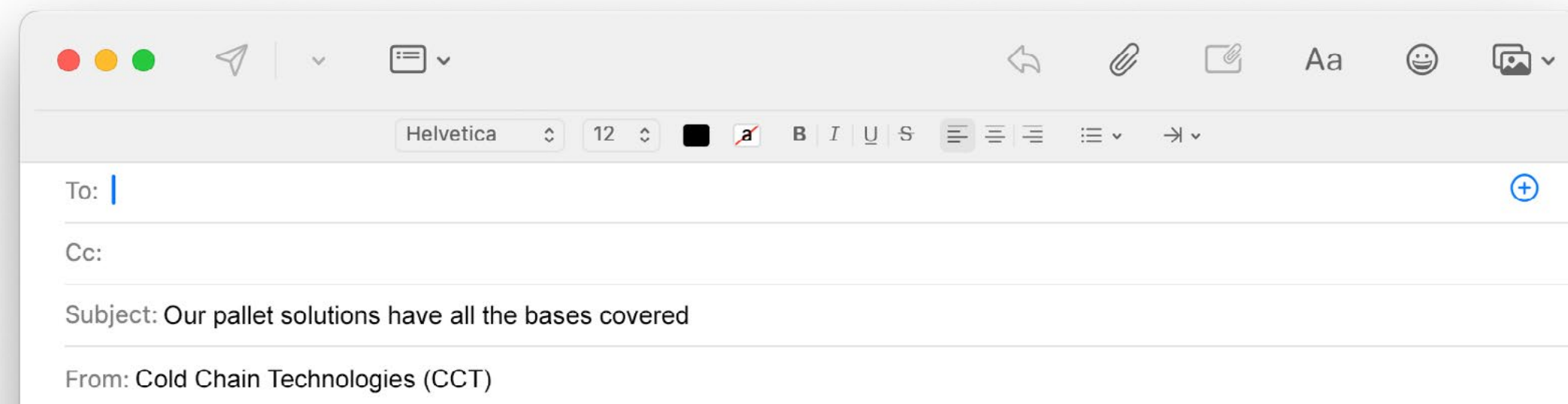
Product naming, positioning, and launch campaign.

Following the acquisition of Exeltainer, CCT wanted to launch a new single-use passive pallet shipper into the EMEA region. Entering a crowded, well-established product category with limited inherent differentiation, they needed a clearer proposition, stronger naming and a campaign system that could support launch across channels.

What we delivered

- Product naming: defining the CCT Edge product line
- Product positioning: shaping how CCT Edge sat within the wider pallet-shipper portfolio
- Campaign platform: “All the bases covered” and a modular messaging framework
- Launch assets across social, HTML email, landing pages, and webinar activity





We've got all the bases covered.

payloads
tracking
pallets
materials
cold chain
durations

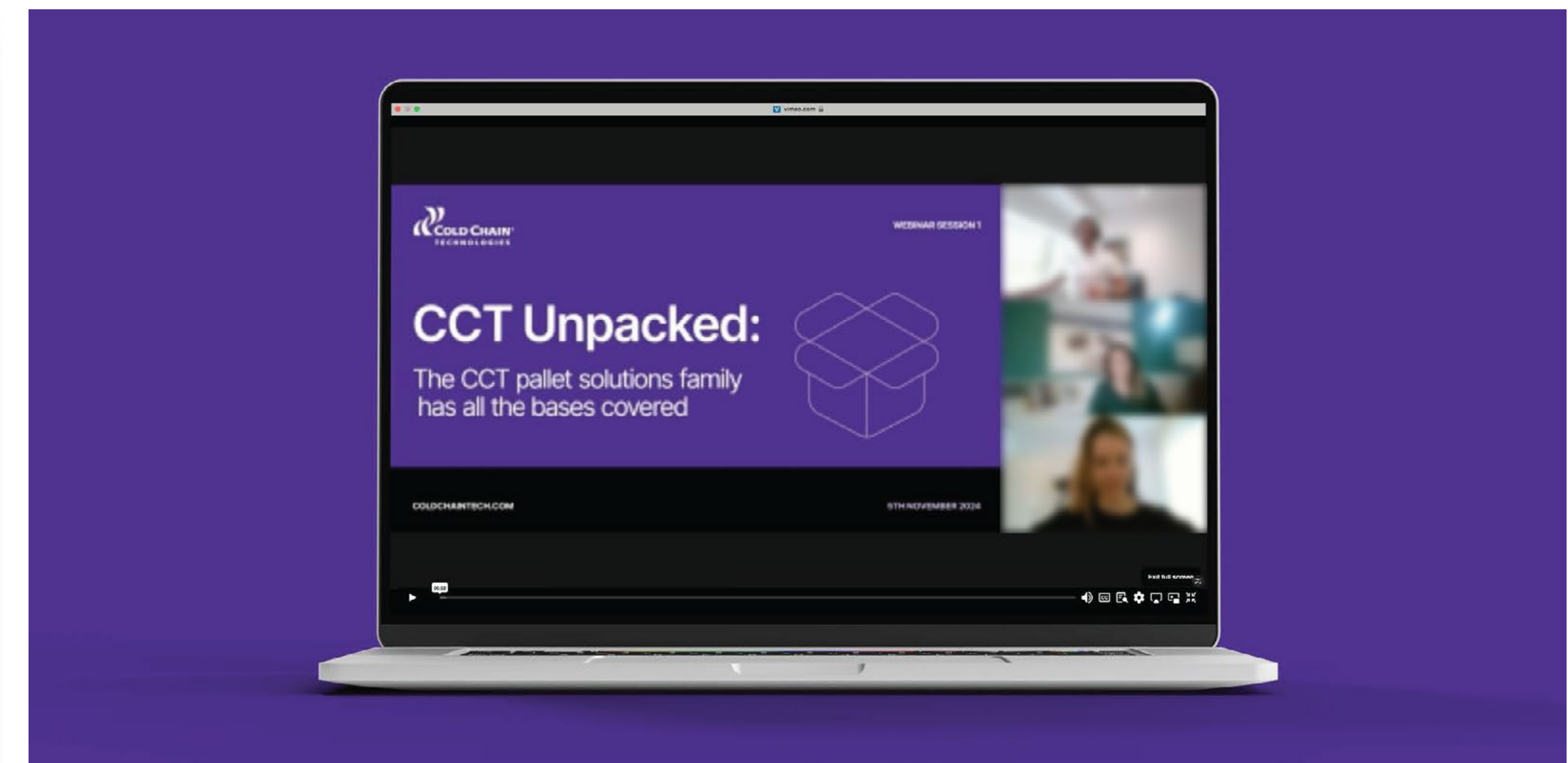
Crafted by experts for experts, Cold Chain Technologies (CCT) comprehensive range of pallet solutions are ready for the challenges of today and tomorrow.

[Discover our range of pallet solutions here](#)

With over 50 years in the cold chain sector, we understand the needs of the pharmaceutical and logistics industries and have a proven track record of developing effective solutions.

This includes our new cost-effective single-use pallet shipper, CCT Edge™, which comes in various sizes and temperature requirements. So, whether you need a recyclable thermal cover, a reusable advanced passive shipper, or something in between, we've got all the bases covered.

And thanks to recent acquisitions, we now have European production and distribution facilities, meaning we can provide a better service to our European customers while reducing costs.




CCT Edge™	TYPE	PAYLOAD CAPACITY	TEMPERATURE RANGE	DURATION
	Single-use Pallet Shipper	235L to 1470L	2-8°C / 15-25°C	96 to 120 hours

The perfect fit for your purpose

Simple, flexible and reliable – our CCT Edge single-use pallet shippers are ideal for low-cost payloads and challenging routes where return logistics are impractical. Choose from a range of sizes, temperature ranges and effective durations to fit your purpose.

Our CCT Edge pallet shippers arrive flat-packed for cost-effective delivery and efficient storage, while also being simple to condition, assemble and pack.



- Year-round universal configuration
- Suitable for air freight with US/UK pallet compatibility
- Quick and easy packing with simple assembly
- Water-based and PCM coolant options
- Flat-packed for cost-effective shipping and storage
- Qualified to international profiles

COLDCHAINTECH.COM 10

CASE STUDY

CCT + Tower

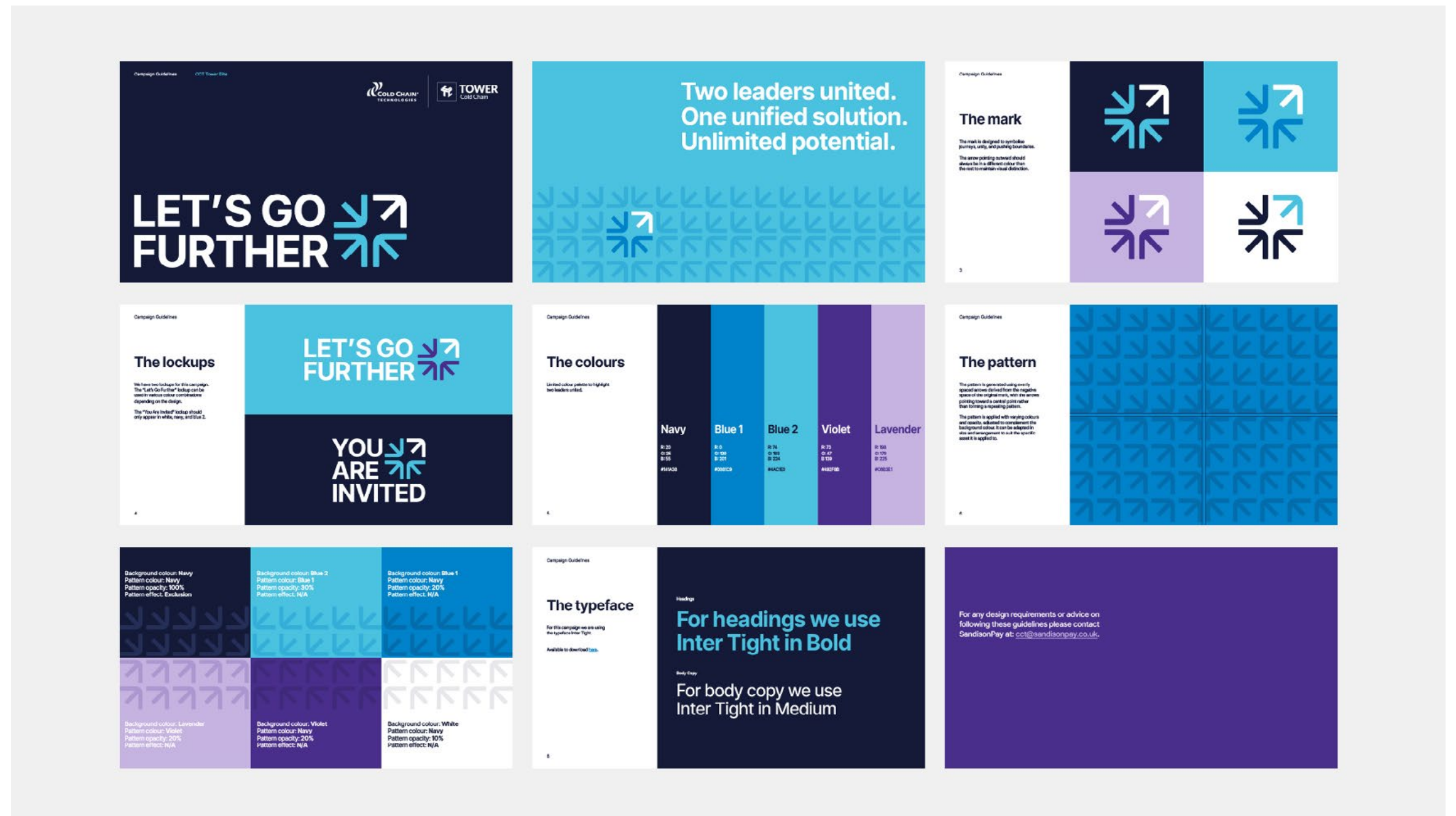


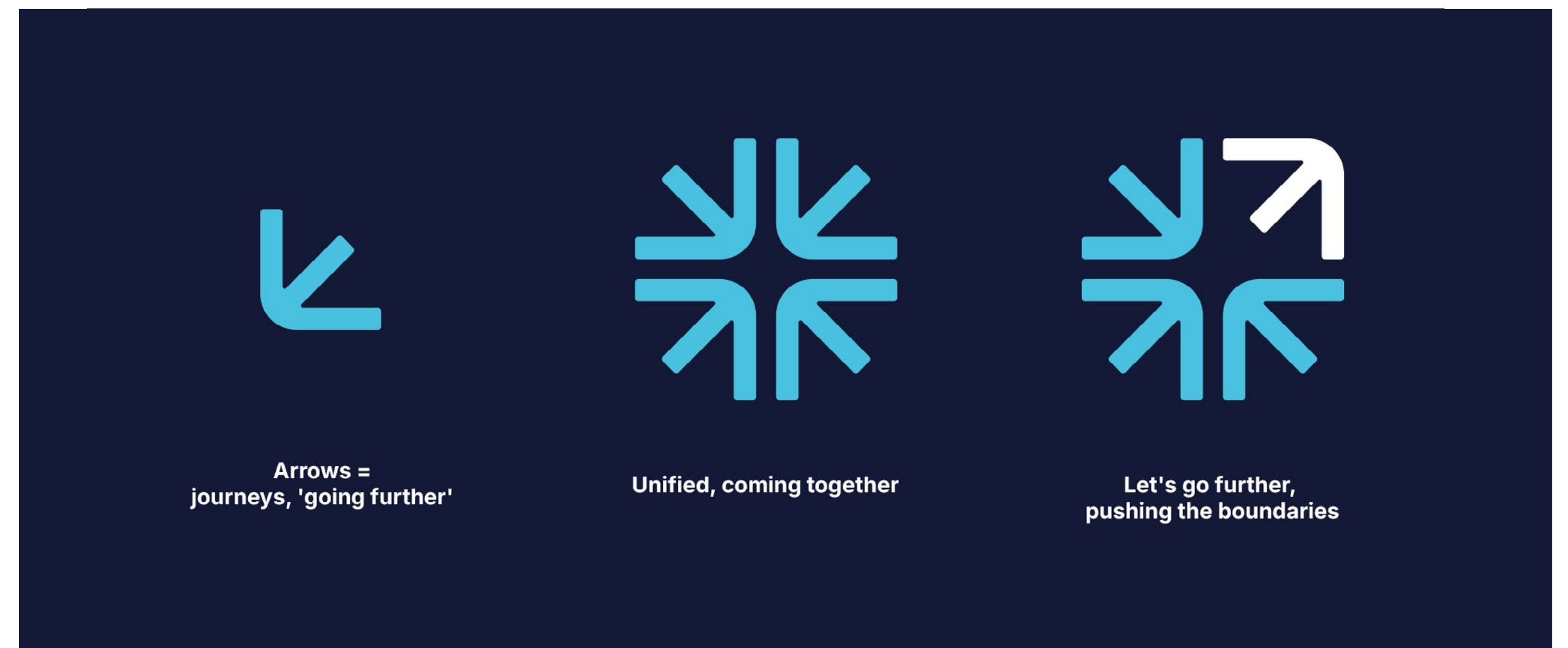
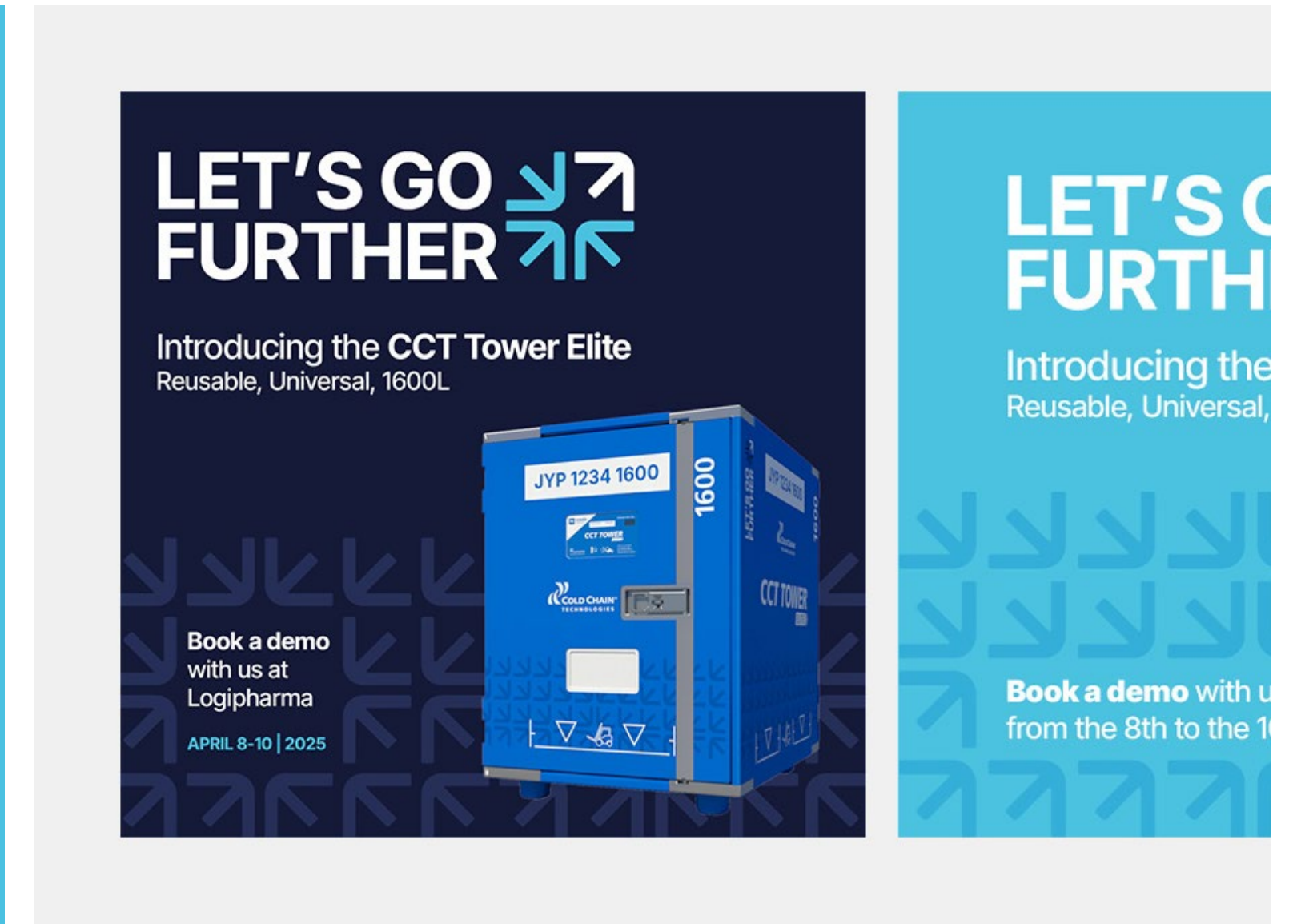
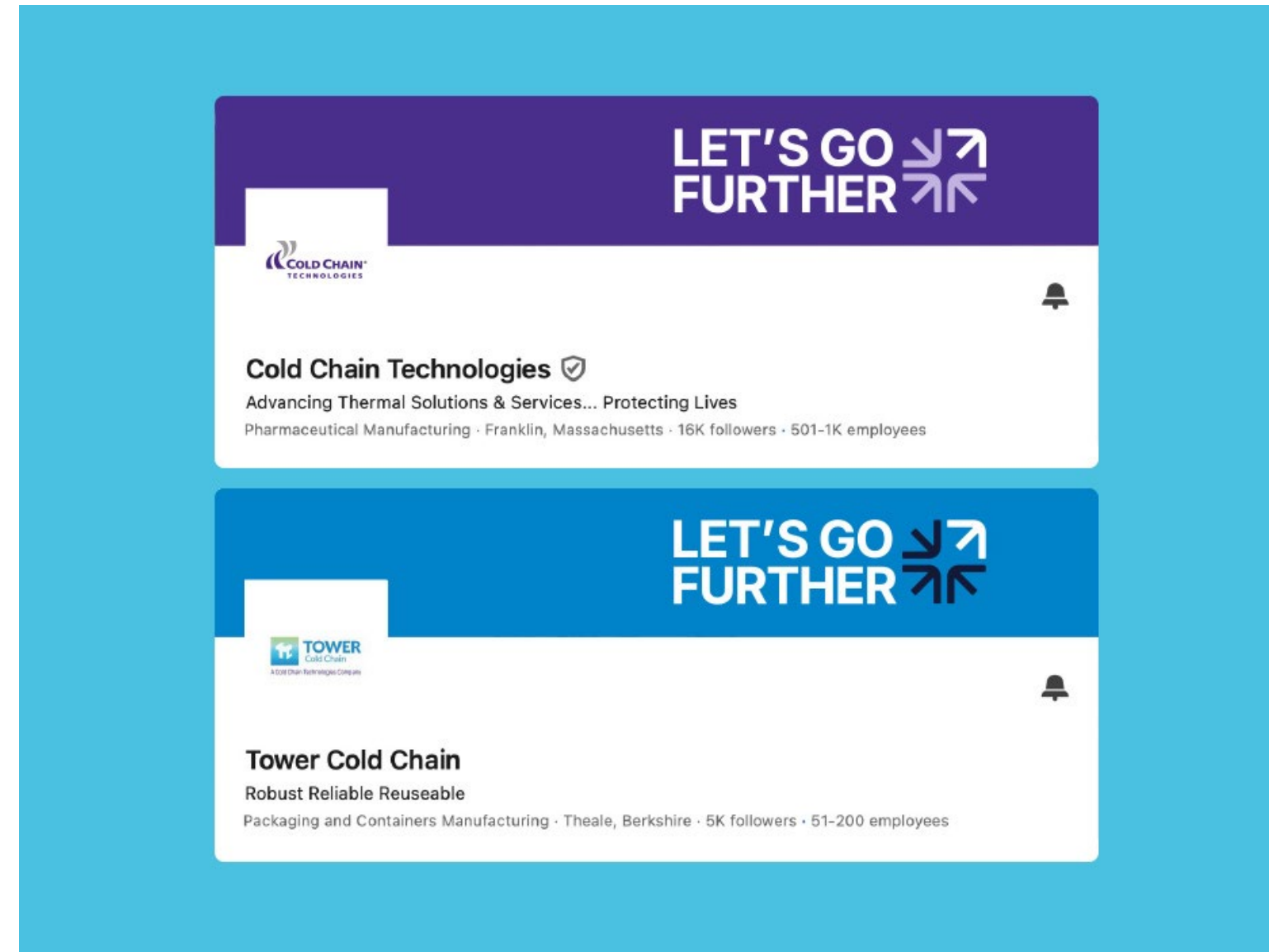
Campaign, naming and mini-guidelines for a high-speed integration (LogiPharma)

CCT acquired Tower Cold Chain with only a short window before their first joint appearance at LogiPharma. They needed to look unified to set the foundation for longer-term communications but without a full rebrand.

What we delivered

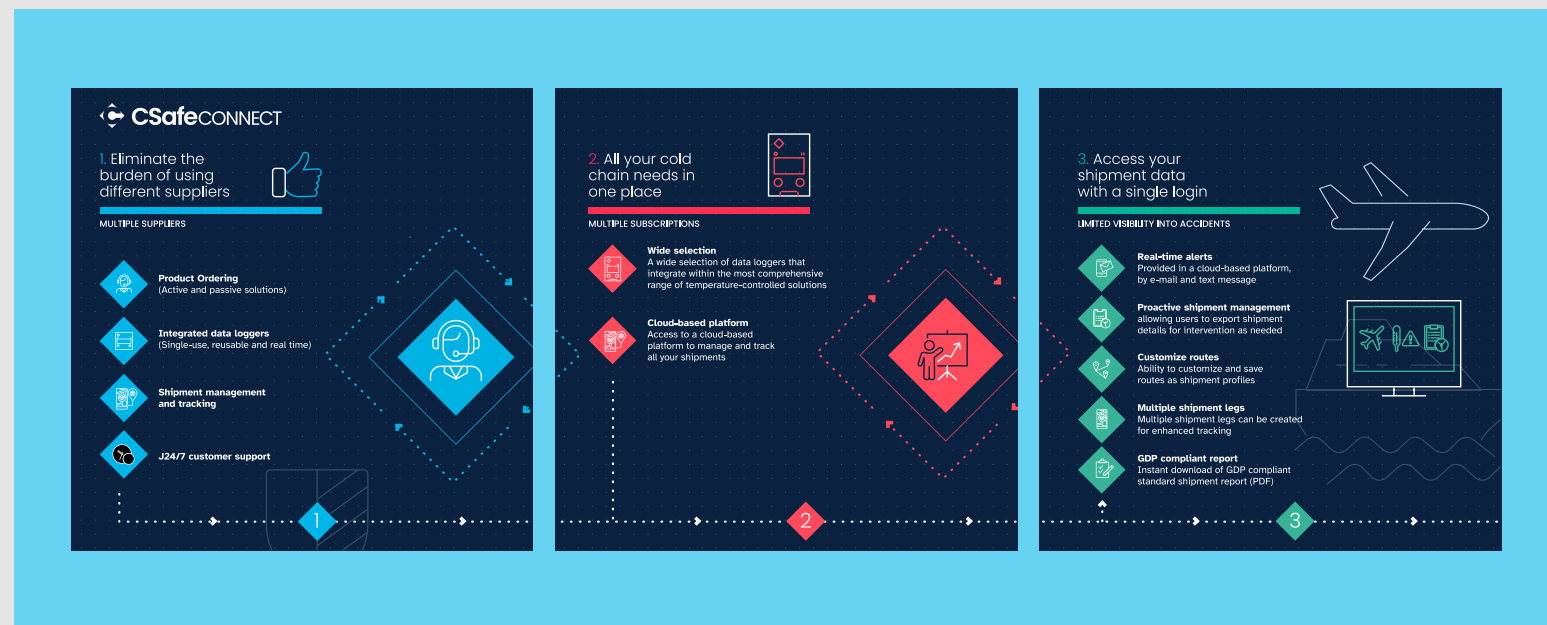
- Product-suite naming: CCT Tower (retaining both names' market equity)
- Campaign platform: "Let's go further" and a modular messaging framework
- Mini brand guidelines (colour, type, pattern) for multi-stakeholder rollout
- A rollout system that worked across motion, digital, print, and physical spaces





Work examples at a glance

Examples of brand architecture, integration support, technical communication, and launch activation across the cold chain.



Digital systems and campaign assets (CSafe)



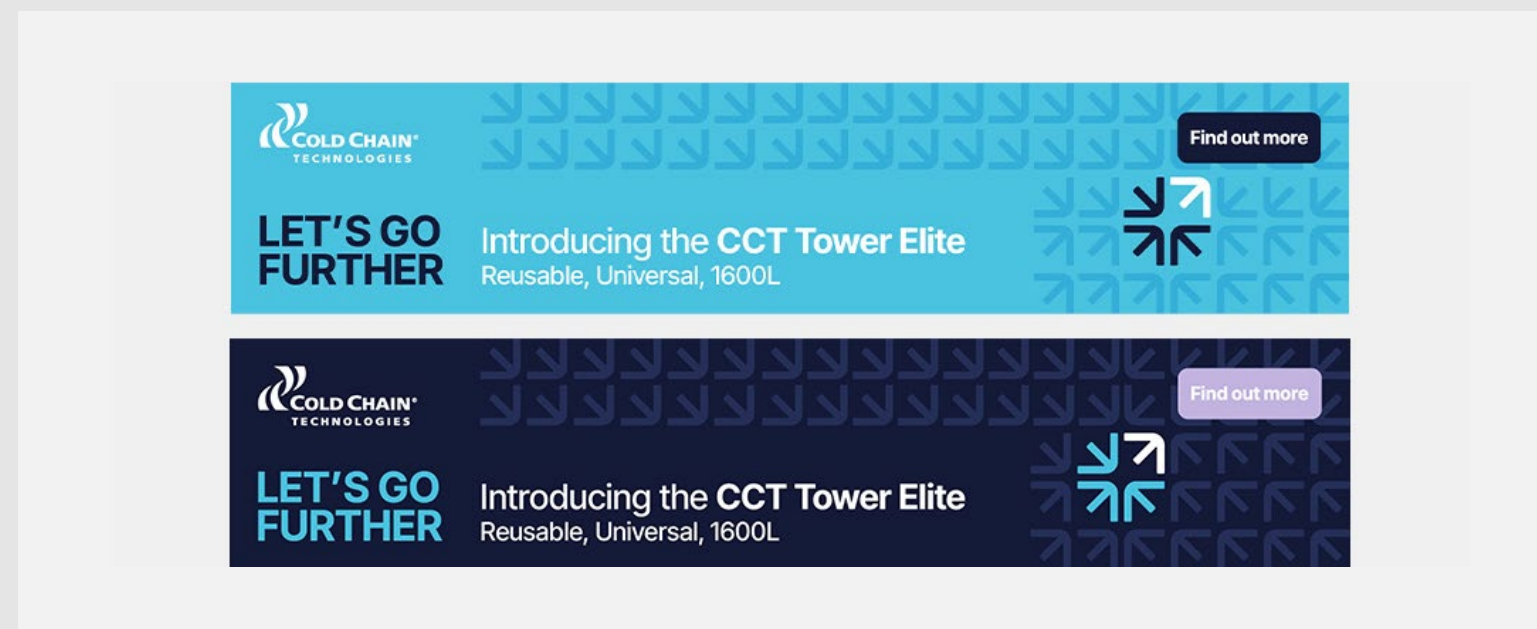
Launch and integration support (CSafe)



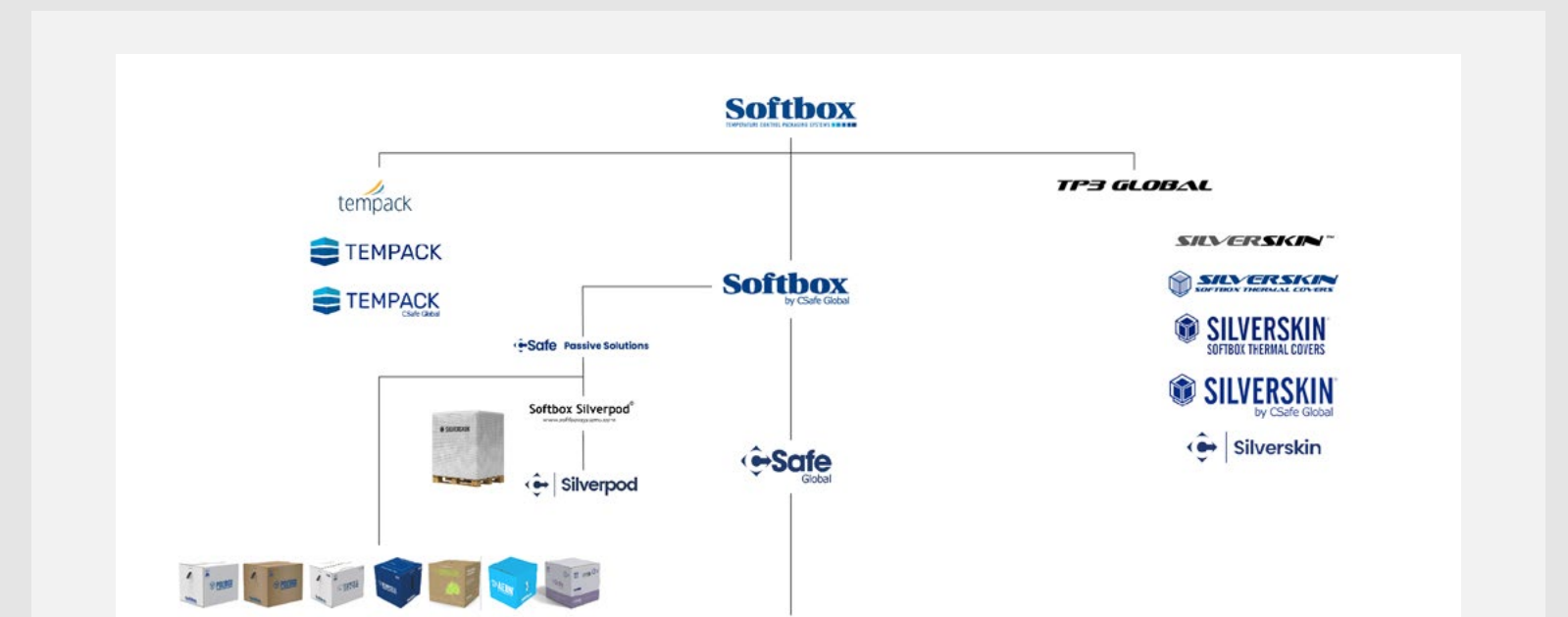
Events & internal comms (CSafe)



Integration identity system (CCT + Tower)



Rollout assets (CCT + Tower)



Brand architecture/integration mapping

Five questions to ask internally

-
- 01** Can technical proof and commercial value be understood clearly across the buying committee?

 - 02** Does our portfolio make sense as a system, not just product by product?

 - 03** Would our brand show up with equal clarity and consistency across teams, regions, and markets?

 - 04** Are innovation and sustainability being explained in a way that changes perception?

 - 05** Could our current brand architecture cope with another acquisition?

If the answer is “no” to several of these, there is probably a brand infrastructure issue worth addressing.

Want a clearer view of where the friction is?

A useful next step is often a short brand infrastructure audit: a quick review of narrative, portfolio logic, governance, and key commercial and technical materials.

Prioritise

Recommend the highest-value next moves without forcing a full rebrand.

01

Pressure-test

Spot weak points in architecture, asset control and portfolio clarity.

02

Review

Fast read of current narrative, differentiation and growth context.

03

How SandisonPay can help

Start small. Build clarity. Then scale.

Brand clarity audit

- Rapid immersion and an asset & architecture review.
- Competitive snapshot and analysis of trust and differentiation gaps.
- Clear priorities: quick wins versus longer-term infrastructure work.
- Outputs: audit readout and recommended roadmap.

Launch programmes

- Positioning and proof framework for launches and integration moments
- Campaign concept and core materials across sales, web and events
- Reusable templates and rollout tools for internal teams
- Outputs: launch kit, activation plan, and supporting assets

Brand infrastructure programme

- Define the core narrative, portfolio architecture, naming, and governance
- Build the asset library and rollout framework across teams and regions
- Create sales enablement tools and clearer technical-document templates
- Outputs: a scalable brand system and ongoing support

01

Credentials call

30 minutes to understand your priorities, objectives, and what may be holding the brand back, as well as how we might help.

02

Brand audit

We review your brand, market position, and assets, then identify practical priorities, ideas, and actions that can be deployed quickly.

03

Define engagement

We confirm the scope, assemble the right team, agree commercials and timelines, and begin the work.

Next steps

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