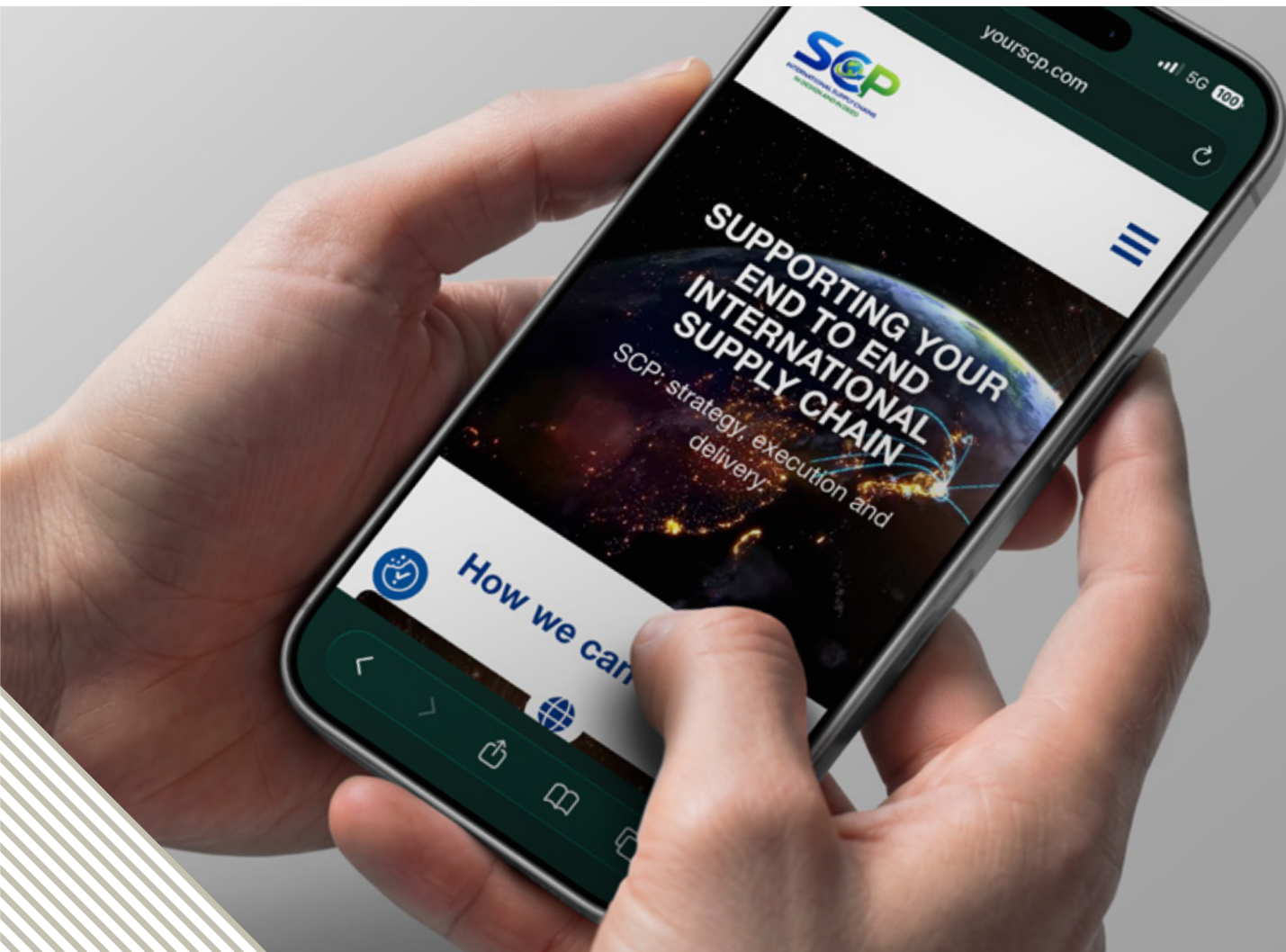


glued®

CLEAR & HONEST MARKETING

IN DESIGN AND IN DEED SCP INTERNATIONAL SUPPLY CHAINS



“We wanted a bespoke solution that would give us room to grow. Glued delivered exactly that — a website with a clear proposition, strong design and the flexibility we need as a new business. It’s given us the perfect platform to build on.”

Mark Lincoln FCIEx, FCILT, Founder SCP.

Context: SCP entered the market as a brand-new business in the international supply chain sector, looking to establish an immediate sense of credibility and professionalism. With no existing digital footprint, they needed a website that would not only introduce their services to the world but also present a strong, confident brand from day one. Their goal was to launch with clarity, authority and a platform capable of evolving with them as the business grew.

The requirement: The client came to Glued wanting a bespoke digital presence rather than a reworked template. They needed a clear, distinctive brand proposition, supported by content that explained their services simply and effectively. It was also important that the leaders of the business were visible and easy to find, reinforcing trust and expertise. Alongside this, SCP required a site they could update independently as new services, team members or case studies emerged — a flexible framework that removed limits rather than imposing them.

The output: Glued designed and built a completely custom WordPress website at <https://yourscp.com>, creating a clean, modern interface shaped around SCP’s emerging brand values. Every element — from layout to content flow — was crafted to deliver clarity. The messaging was refined to articulate exactly what SCP does and why it matters, while the structure was designed to guide visitors logically through the story of the company. Key members of the leadership team were given prominence, helping visitors quickly understand who they would be working with.

Behind the scenes, the site was built with scalability in mind. SCP now has a flexible, easy-to-manage CMS that supports the addition of new content, new pages and new service areas without the need for redevelopment. The design, tone and technical foundations all work together to create a platform built for the future, not just the launch.

The results: The new website has given SCP a strong and confident digital starting point. Their brand proposition is now clearer, enabling visitors to understand their services and approach within seconds. The refined content and structured messaging have created a much smoother user experience, and the visibility of the leadership team adds a credible human layer to the business.

The site has already begun supporting early business development conversations, acting as a hub for prospects wanting to understand who SCP are and what sets them apart. Building on this foundation, Glued are now developing a targeted marketing campaign designed to help SCP identify and engage with potential new clients, ensuring the website becomes the centrepiece of a wider growth strategy.

Visit the site: www.yourscp.com





[HOME](#) [ABOUT](#) [SCOPE OF SERVICES](#) [INSIGHTS & NEWS](#) [FAQS](#) [CONTACT](#)

SUPPORTING YOUR END TO END INTERNATIONAL SUPPLY CHAIN

SCP: strategy, execution and delivery.

ABOUT GLUED

Established in 2003, Glued is committed to clear and honest marketing and communications. We help organisations connect people—externally through brand creation and marketing campaigns, and internally through immersive team-building experiences.

Our clients want to be proud of their organisation and brand, confident in their marketing, and delighted with the results. Many feel their business could deliver more or perform better, and our process is designed to unlock that potential.



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If your potential customers or team are struggling to see what's at your core, the solution lies in articulating your valuable difference in a compelling, engaging, and relevant way.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded internally as a foundation for staff to build on, and externally as a basis for communication through effective branding and marketing.



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To strengthen your grip on what constitutes your core values, the answer lies in both your internal and external communications. That's why we now offer 'Teams Glued', a virtual reality team-building programme that helps people work better together—boosting productivity, collaboration, and staff retention.

SERVICES WE OFFER

- Brand creation and development
- Business support and training
- Customer service
- Display
- Email marketing
- Literature design
- PPC campaigns
- Social media campaigns
- Team building
- Video and photography
- Website design and build

www.gluedlimited.co.uk

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Glued is a brand and marketing agency based in the Midlands, helping your brand and marketing stick—inside and out. We connect people externally through compelling branding and campaigns, and internally through our VR team-building programme, Teams Glued.



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