



PRESS RELEASE: FOR IMMEDIATE RELEASE

Cartwright unveils new brand identity and five business lines

UK – [6 November 2024] – Cartwright, the pension specialist for defined benefit and hybrid schemes, today announced the first phase of a fresh brand identity marking a new era of innovation for the firm.

The rebranding exercise included a modernised logo, updated visual elements that bring to the forefront Cartwright's inherent pioneering spirit, and the staged launch of five distinct brand extensions to enhance and distinguish specialised services; Pension Trusts, Charitable Trusts, Funeral Trusts, Employee Rewards, and Corporate Treasury. Each new brand extension will have its own unique website to offer a more tailored experience for clients and provide them with a clear, easy-to-navigate platform designed to meet their unique needs.

The websites for [Pensions Trusts](#) and [Charitable Trusts](#) have been launched first, the remainder will be launched in coming weeks.

Ian Cartwright, Founder and Chairman of Cartwright said: "For over 38 years we have built a strong and recognised brand in the market. As we now look to evolve our business and expand the breadth and depth of the expert services we offer our clients, it also felt timely to also look at our identity as a whole, and our services lines independently within. Key for us was building on the strength of our existing foundation whilst developing something fresh, unique and dynamic, in line with our longstanding corporate purpose and values."

Cartwright continued: "We hope that clients will recognise our commitment to both our existing Pension Trusts market and these new markets which apply the same skills we have used for 38 years to new areas. This is a new chapter in our focus to remain at the forefront of industry innovation."

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Note to Editors:

Cartwright Pension Trusts

Our experience, people and pioneering spirit is what sets us apart.

Cartwright has spent over 38 years honing their unique skillset to be the ace in the hole for trustees and sponsors of small to medium defined benefit and hybrid pension trusts - an often badly-catered-for market.

They are proud to offer the level of service usually reserved for the big players; innovative, professional and totally bespoke. And, with direct access to a real person, an expert in their field.

Today, Cartwright has over 150 clients nationwide who rely on their actuarial, administration, investment, secretarial and governance services to keep them ahead of the curve.

And, that same pioneering spirit remains as they branch into new markets; applying their unique know-how to sectors of a similar nature and with similar problems; Charitable Trusts, Corporate Treasury, Employee Rewards and Funeral Trusts.

Find out more at:

[Cartwright Pension Trusts | The Pension Specialists for DB and Hybrid Schemes](#)

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