



Family Owned Quality Garden Centres · Restaurants · Online Store

## British Garden Centres reveal new logo

This week British Garden Centres launched their new logo and, as we head into spring, the centres across the group will be proudly displaying this new logo – a lovely red butterfly. The new logo continues to represent the family-led group, and as the business continues to grow and evolve, the butterfly will perfectly represent the transformation and development.

Talking about the new logo, Boyd Douglas-Davies, PR, and Communications Director, said, “Just like our garden centres, butterflies are wonderfully unique and come in all shapes and sizes. Whilst they are all different, they are instantly recognisable as butterflies.

We feel the same about our 60 centres, as they are unique and all designed to best serve their local community. Varied in shape and size but all instantly recognisable as British Garden Centres because of the wonderful teams, great plants and products, exceptional value and delicious food and drink”.

Douglas-Davies, going on to explain why it is a red butterfly, “For many years customers have admired the red poppy on our logo so we wanted to retain the red heritage as it symbolises passion, seamlessly describing the passion British Garden Centres has for all we do.

Robert Stubbs, joint MD, went on to add, “We allow our centres to be managed by the team on-site, so they best serve their local customers. The BGC family believes that only a light touch is needed to help them along – just like a butterfly in the garden”.

Over the next year, everything from roadside signs to vans and team uniforms will be updated with the new logo, incorporating the butterfly into all aspects of the group.

For more information, please visit [www.britishgardencentres.com](http://www.britishgardencentres.com)

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**With Great Garden Centres throughout the UK**

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BGC South Ltd Registered in England, Company Number 12178153. Registered Office: BGC South Limited, Brigg Garden Centre, Bigby High Road, Brigg, NE Lincs, DN20 9HE. VAT Registration Number 372 0957 86

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### **About the business:**

British Garden Centres (BGC) is the UK's largest family-owned garden centre group with 60 centres around the country. The group is owned and led by The Stubbs family, who also own and operate Woodthorpe Leisure Park in Lincolnshire.

BGC was launched in 1987 with the opening of Woodthorpe Garden Centre by brothers Charles and Robert Stubbs. Since 2018 it has expanded rapidly with the acquisition of 50 garden centres allowing it to grow from its heartland to the business it is now with 60 garden centres spread from Carmarthen to Ramsgate, Wimborne to East Durham.

The group has a team of 2,700 colleagues working across the garden centres, restaurants, 2 growing nurseries, 4 distribution centres and Woodthorpe Leisure Park and Woody's Restaurant & Bar.

### **Social Media**

Twitter: @BGCentres

Facebook: Brigg Garden Centre

Instagram: @britishgardencentres

Website: [www.britishgardencentres.com](http://www.britishgardencentres.com)

### **Press Contacts**

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