



Marketing and PR excellence: Caithness Renewables Ltd

"When looking to build a sustainable future in renewables, we value attending national events"

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Caithness Renewables Ltd has recently grown from two employees to four. Photograph: PR

Name: Caithness Renewables Ltd

City: Thurso

Website: www.caithnessrenewables.co.uk

North Scotland energy consultancy, Caithness Renewables, launched re-branded services at the Scottish Renewables Marine Conference in Inverness in September 2013 - the ideal setting for significant initiatives aimed at increasing sales and focussing hearts and minds on the future of the planet. This type of publicity has helped this dynamic business grow from two employees to four in the last few months.

The re-branding encapsulates the services offered by Caithness Renewables within its two teams, Offergy and Onergy. Offergy is offshore energy services for marine and offshore wind developers, and Onergy is the equivalent onshore energy service looking at onshore wind, biomass, microrenewables and sustainability. This approach, which humanises the renewables-related business, is important to the public perception of this energy source, particularly with security of supply and climate change issues.

These two services are powerful brands in their own right, put together under our existing branding Renewables@No. 10, which provides hot desking facilities to like-minded companies. We have no doubt that this innovative move will create new business contacts and allow us to expand and develop the valuable renewables work we carry out.

When looking to build a sustainable future in renewables, we value attending national events combined with other marketing tools such as our website and regular features we write for our community and the industry nationally.

Caithness Renewables believes that recent growth is strengthened by the way we market ourselves to the industry and communicate the importance of renewables to the man in the street.

Louise Smith is the director of [Caithness Renewables Ltd](#)

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