

Global service
built around you

North

Updated Brand Identity and New Digital Resources

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CIRCULAR

Updated Brand Identity and New Digital Resources

North P&I Club today announces the launch of its new suite of digital resources to further enhance its global service offering and meet the evolving needs of its Members. Our new digital resources provide:

- A new website delivering speedier and easier access to North's extensive P&I, FD&D and Loss Prevention information resources.
- The introduction of *GlobeView*, an interactive 3D globe which transforms how information such as maritime threats and incidents or port and weather reports can be analysed and acted upon.
- New and improved *Industry Expertise* areas, which centralise key information on trending topics and persistent industry challenges to enhance Members' ability to trade with confidence.
- A revamped Members' area, *MyNorth*, that enables Members and brokers to personalise and tailor the content they wish to see.
- An innovative Correspondents' tool, which creates a personalised, Member-specific book of correspondent contacts by region and country.
- Updated and improved Android and iOS apps, that feature translated content and access to every North employee and correspondent.

To access these resources please visit www.nepia.com

In addition to our enhanced digital offering, North is rearticulating its core brand in line with the evolving markets in we operate. Our approach, 'Global service built around you' and featuring the new North roundel, is designed to encapsulate North's confidence in its services, its modern, Member-centric approach, and the importance of global trade.

The strength of North's brand is clearly visible in the Club's industry leading position with record entered tonnage of 200M GT for P&I and 150M GT for FD&D, underpinned by our S&P "A" rated financial strength and an outstanding service reputation. However, the challenges that our Members face are constantly evolving. By delivering a global service built around our Members' needs, we enable them to trade with confidence.

Our commitment to delivering the highest levels of individual, tailored service wherever our Members are based is second to none and these new digital tools will help our Members easily access the latest intelligence and insights when they need it.

For more information on our new brand and digital resources, please visit: www.nepia.com/welcome-to-our-new-brand or speak to your usual contact at the Club.

PAUL JENNINGS
CHIEF EXECUTIVE
The North of England P&I Association Limited / North of England P&I DAC