



NEWS



## Summit Support Services re-brands as Edifice

Facilities management consultancy, Summit Support Services, has today re-launched as Edifice, with its new strap line of *'Shaping the future'*. The rebranding reflects the company's belief that a strategic approach to facilities and infrastructure management is integral to an organisation's ability to achieve its objectives in an era of change and increasing competition.

Dave Wilson, managing director, explains: "Facilities management is about far more than the direct provision of support services and anyone who still thinks that today is out of touch. We know from experience that our clients' business strategies are more likely to be rapidly and profitably achieved, or exceeded, if the infrastructure that supports them is efficient, flexible and tailored to their specific objectives.

"When I arrived at Summit in 1998, I inherited a brand that suggested a positioning within the operational FM arena. Now, however, we are keen that our new brand reflects the company's true value: that is, by applying a strategic approach to the management of infrastructure and facilities and property, we help our clients to align every element of their businesses to maximise profitability, manage change and achieve competitive advantage."

Tony Angel, operations director at Edifice, adds: "The re-branding is also part of a larger drive to educate audiences as to what we believe FM means and to help the industry achieve professional status in the eyes of current and potential clients. The market is clearly fragmented at present and competencies differ widely between respective organisations. We think that this is detrimental to the profession as a whole.

"Too often, facilities management is seen merely as a disparate collection of operational services, related to each other only because they represent a cost that hits the bottom line. Organisations frequently fail to appreciate the role of an effective infrastructure in maximising functionality and productivity, not just in respect of property but throughout the business.

As long as this remains the case, facilities management will never be regarded in the same light as the more established 'professions' such as chartered surveying, architecture, accountancy and the like. Within Edifice, this is something we think we can help address."

Edifice's services will fall into four inter-related areas: FM strategy, supply chain management, project management and technical services.

**Ends**

For further press information please contact Piers Shervington or John White at VLP, 020 7403 7500 [pierss@vlp.co.uk](mailto:pierss@vlp.co.uk) / [johnw@vlp.co.uk](mailto:johnw@vlp.co.uk)



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## About Edifice

Edifice is an independent consultancy providing objective, intelligent advice on the management of facilities and property in support of core business objectives. Working closely with its clients it provides solutions that are flexible, sustainable and – most important – appropriate to business needs. Blue chip clients include Cable & Wireless, Microsoft, WPP Group, United Business Media, O2, Iron Mountain, and Sainsbury's.

**Tel:** 020 8387 1434 • **Mob:** 07738 537759

**Email:** [tony.angel@edifice-fm.com](mailto:tony.angel@edifice-fm.com) • **Web:** [www.edifice-fm.com](http://www.edifice-fm.com)