



STRENGTH BUILT FROM THE INSIDE OUT

LISTENING REVEALS WHAT NUMBERS ALONE CANNOT.

CONSTRUCTION

B2B

PROFESSIONAL SERVICES

A 2ND GENERATION BUSINESS

Brand Strategy

Brand Positioning

Culture Development

Communication Tools



The Challenge

For more than 40 years, Armour Equipment has been a trusted leader in construction equipment and scaffolding services across Alberta. But despite its strong reputation and loyal client base, the company faced an internal challenge: its people no longer felt connected to the brand’s purpose. The leadership recognized the opportunity to strengthen its alignment.

Armour asked Rebox for help. Where previous agencies delivered pretty pictures, Rebox approached things differently — we listened first. What emerged was clear: they didn’t need a new identity, they needed a brand story that featured the culture from the inside out.

The Approach

Rebox began by meeting employees to uncover a simple truth: Armour’s strength was not just its equipment, it was its people.

Using the Rebox Brand Positioning Pyramid™, we clarified where disconnects had formed. The insights were consistent and powerful:

- They took personal pride in hard work and safety.
- They valued loyalty, showing up for one another, and earning trust.
- They saw Armour as a business built on reliability, grit, and professional integrity beyond just the trade.

But these truths had never been clearly articulated. We captured it and distilled it before returning it with clarity.

The Rebox Impact

Culture foundations rebuilt: Codified decades of unwritten knowledge into a clear, sharable brand culture system.

Alignment accelerated: Unified teams across job sites, offices, and roles with a single internal brand narrative.

Engagement strengthened: Equipped leaders and staff with tools that increased ownership, participation, and pride.



**ARMOUR
EQUIPMENT**

The Activation

Rebox translated these insights into a renewed internal brand identity that Armour's team could see themselves in.

Culture Book & Brand Foundation

We crafted a culture book that:

- articulated Armour's unique purpose, clear vision, and shared values,
- showcased real employee stories,
- celebrated the company's history and ethics,
- reinforced the desired behaviours and mindset that defined the brand.

This became a daily reference for onboarding, leadership communication, and team alignment.

Communication Tools

Rebox designed materials that helped Armour reinforce its culture across all touchpoints:

- internal posters and values reminders,
- brand messaging guides,
- field-friendly communication tools,
- leadership alignment frameworks.

The tone was honest, rugged, and human, mirroring the people who built the company.

A Brand Rooted in Reality

No jargon. No corporate façade. Just real language, real stories, and a brand identity shaped by the people who live it every day.



Key Takeaways

The Impact

- **Stronger culture:** Creating a renewed sense of team and belonging.
- **Clear expectations:** The culture book clarified how people show up every day.
- **Unified direction:** Leadership and staff aligned around a shared identity and real values.

Armour emerged with a revitalized internal culture, one built through understanding, and honouring the people who carry the brand.



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Listening is often the most strategic move, and for clients, finding a partner willing to truly listen is just as powerful.

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A strong culture is often a brand's most defensible asset.

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Internal alignment is the foundation on which external reputation is built.

Need help distilling your brand's true essence?

At Rebox, we help businesses uncover what makes them unique and valued. Crafting a brand worth remembering takes clarity, courage, and collaboration, and we're here to guide you through every step.



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