THIS IS



BRAND BOOK

Life Made Better™



This book sets out what we stand for, how we work, and why it matters. It brings us together as one connected brand, aligned in purpose and direction.

A WORD FROM OUR LEADERSHIP

ONE AKW.

For decades, AKW has helped people do the everyday things that most of us never think about — washing, cooking, moving safely around their own homes — with confidence and dignity.

That work has never been more needed, and our desire and commitment to it have not changed.

In 2024 we began a new chapter, with new leadership and a clear aim: to continue AKW's successful growth, strengthen our position as a leader in accessible homes, and bring our organisation together as one company.

Over time, each location and market grew in its own way, shaped by its own identity and habits, and each built something to be proud of. But to the people we serve, and increasingly to ourselves, we are one company with one shared purpose.

We have always been proud of what we do.

This brings it to life, so we can recognise it, share it, and carry it forward, as one team working together.

Stephen Murphy • Chief Executive Officer

YOU ARE AKW

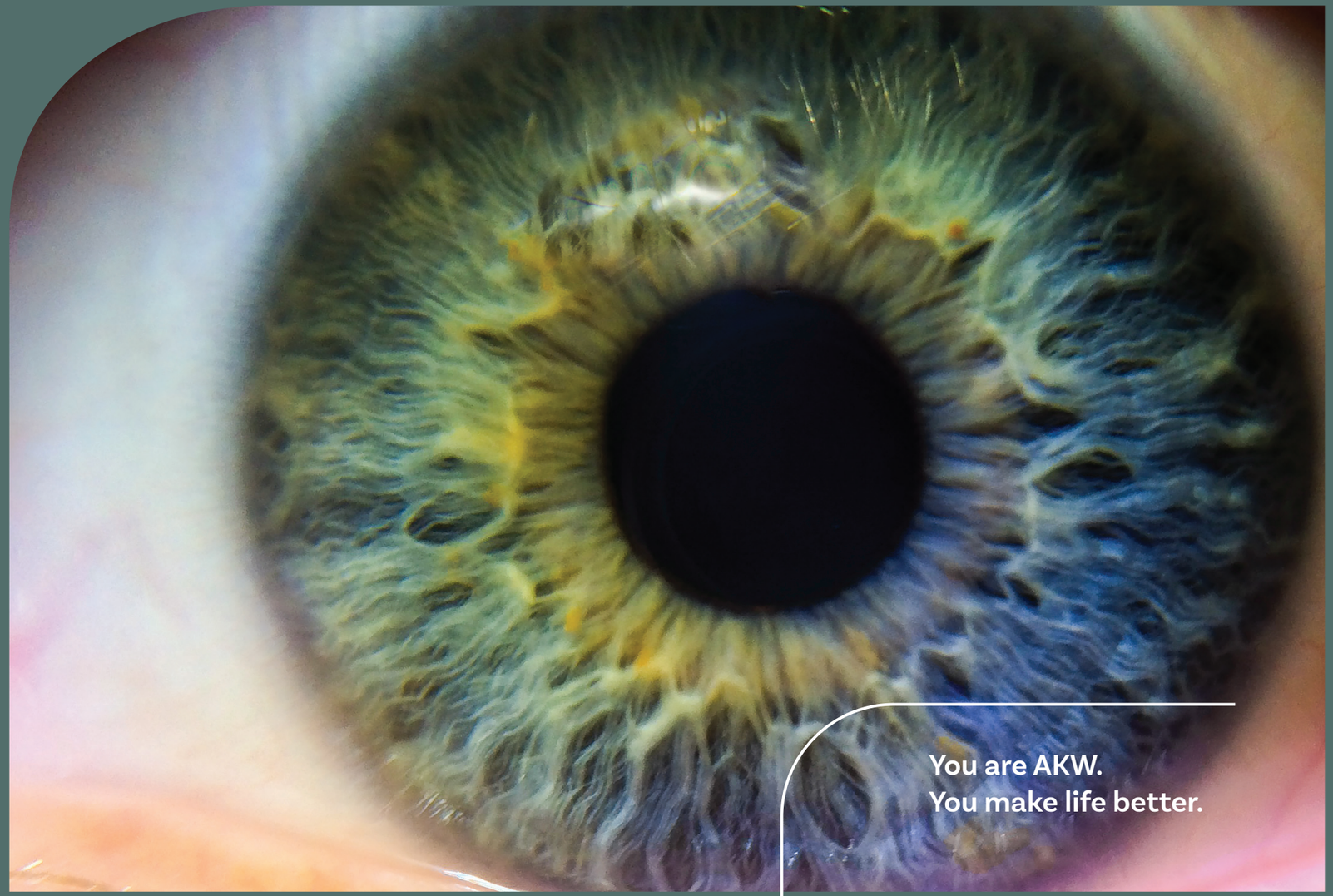
THE BRAND STARTS WITH YOU.

The AKW brand is not just a logo or a colour. These are only symbols. Our brand is what they represent: how customers experience our products and how they feel when we interact with them. That includes you — our primary ambassador.

You bring the brand to life.

The engineer who designs our product. The operator who crafts it with precision. The surveyor measuring a space with care. The colleague ensuring every customer feels heard and supported. The teams across our company, working side by side.

Every one of us, in every role, is AKW to someone.



WE ARE AKW

ONE COMPANY, MANY STRENGTHS.

We are one AKW.

That does not mean we are all the same. We have diverse teams with many different qualities, spread across numerous locations.

Uniting our strengths is what makes us who we are. Our edge lies in combining what sets us apart.

One AKW is more than the same name. It brings our talents together. We live by the same values and speak with one voice across teams and borders to serve our customers better.

Together we are stronger, more consistent and easier to work with. Together we stand tall.

Wherever we are based and whatever our role, we are one company.



Our differences don’t divide us.
They strengthen us. They make us who we are.



We see people, not patients with conditions. We see a life without limits.

DESIGN DIGNITY

MADE FOR PEOPLE.

At AKW, we design, build and produce accessible bathrooms and kitchens, shaping the conditions for what we believe in: everyday independence, limitless living.

We believe people deserve the freedom to choose, to always be in control, dignity in everyday life, and care that empowers.

We create spaces that are not defined by age, limited by mobility, or constrained by insecurity; spaces where people feel included, independent, comfortable and confident.

A home where everyone lives life on their own terms. We remove barriers and simplify daily routines. And when barriers disappear, something shifts: focus moves from what's been lost to what can be achieved.

The determination and resilience of the people we serve remind us that progress starts with a mindset that looks forward, not back.

We turn everyday moments from dependence into independence.

DELIVER CERTAINTY

BUILT FOR PROFESSIONALS.

At AKW, we make the work of professionals easier, faster and more reliable — supporting the whole journey, from survey and planning to delivery and documentation.

We work with occupational therapists, architects, councils, housing associations, project developers and construction companies, merchants, distributors and installers. They are the ones who turn accessible living into reality.

We don’t just deliver products. We deliver a complete solution: simple to install, built to last, and supported by responsive service. Never compromising on quality, the majority of our products are backed by a lifetime warranty. Proof that our commitment doesn’t end at delivery.

When reliability matters, professionals turn to us.



Everything we make is built not only for living, but for life.

WHAT DEFINES US

LIFE MADE BETTER.

Our baseline Life Made Better defines who we are. It's what we lived by yesterday, what drives us today, and what will guide us tomorrow. Everything we do moves us towards one ambition: to make everyday life better. It brings together our purpose and our mission — why we exist, and how we get there.

OUR PURPOSE — We work towards a world where everyone can live with greater independence, safely and with dignity, at every stage of life.

OUR MISSION — We improve people's lives through innovative and reliable solutions that enable greater independence and dignity. We continue to lead the market in accessible living.

Together, these are our promises to the world and our customers. They capture what we do, how we work, and why. This is what inspires and connects us. They make us one.



WHAT WE LIVE BY

OUR VALUES.

Our values are not just words on a wall. They are reflected in what we do, the decisions that we make and how we work together.

DELIVERING EXCELLENCE — We place our customers and users first, offering trusted solutions and an exceptional customer experience because people rely on us for their independence and safety.

BUILDING FOR THE FUTURE — We think beyond today, continually improving products and customer experiences that shape tomorrow.

SUCCEEDING TOGETHER — We build strong relationships, share knowledge and work as one team to achieve more together.

INVESTING IN OUR PEOPLE — We offer an inclusive workplace that enables everyone to develop and contribute, empowering them to achieve their full potential.

CARING FOR OUR ENVIRONMENT — We act responsibly, minimise waste, conserve resources and support our communities.

Our values express how we navigate. They guide every decision, every day. They're what we hold ourselves to, what we stand for, and what matters most.



WHAT MAKES US DIFFERENT

SPECIALISED BY CHOICE. PERSONAL BY DESIGN.

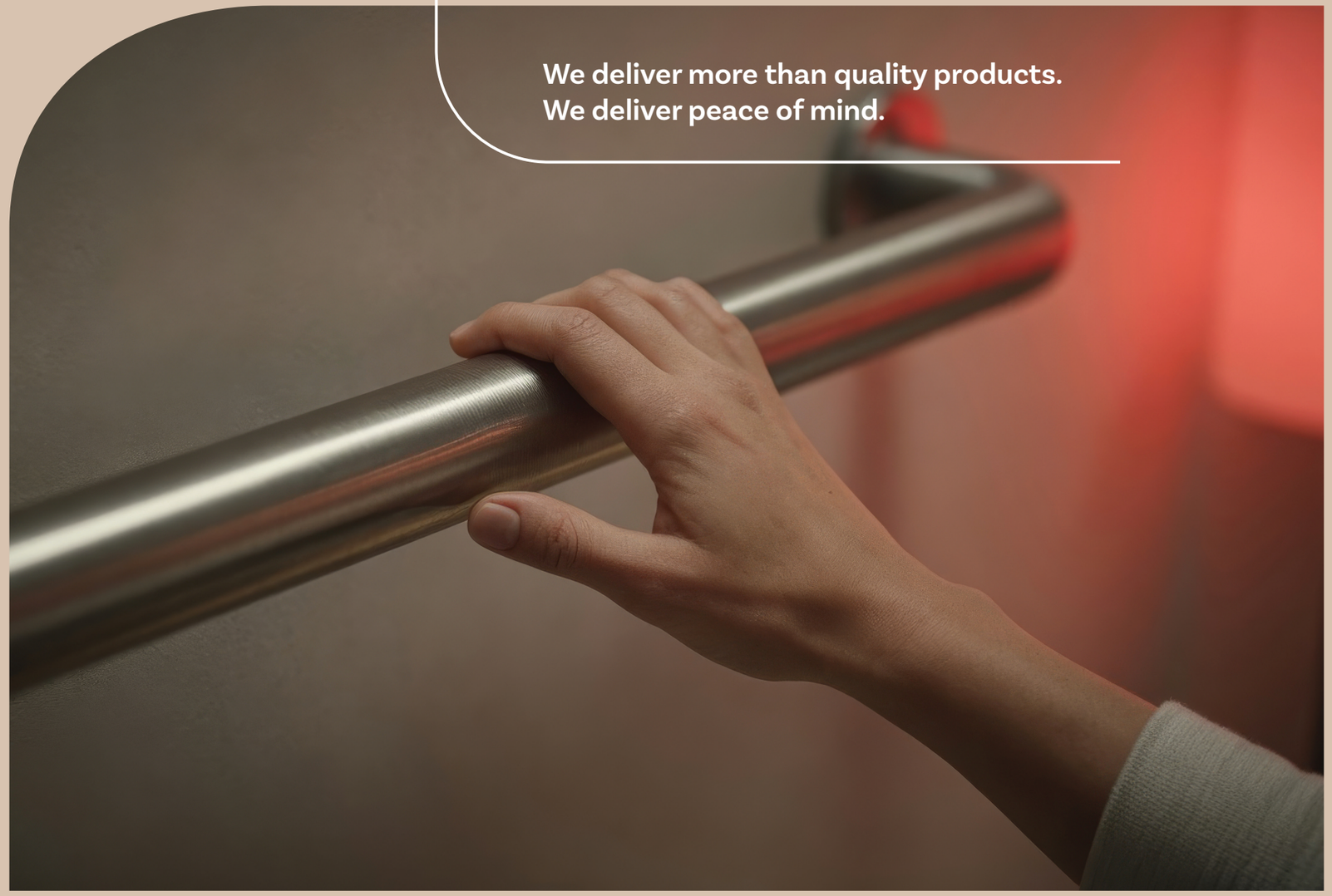
We are a niche specialist, and proud of it. Our focus is on people who need specific products for accessible living and only that.

We're not alone, but we are unique. Unlike others, AKW gives customers a full range and a real choice, from basic needs and affordable quality to premium aesthetics and everything in between.

Our focus is backed by craftsmanship and deep expertise.
We always think practical, never clinical.

Our attitude makes us stand out: flexibility, speed, and relationships built on trust. Proximity to our clients, local production — we stay close to whoever needs us.

We are a market leader by position and a thought leader by mindset, always challenging ourselves, always innovating and always looking ahead.





We look and feel contemporary and considered, true to who we are.

HOW WE SHOW UP

ONE LOOK AND FEEL, EVERYWHERE.

Wherever you find AKW, you'll recognise it instantly. One name, one logo, one style, applied consistently in every market.

Our signature warm red connects us to our heritage, a quiet nod to where we started. Used with moderation and care, it's what makes AKW unmistakable, wherever we appear.

We picture real homes and real people, and what their life could look like with our products: warm and human, never clinical, never staged.

To professionals, we show a different side: clear, confident and reassuring, with the calm, unforced expertise of people who know exactly what they're doing.

Either way, the message is the same.

We take what feels difficult, and we make it feel possible — that's Life Made Better, at every turn.

HOW WE DO BUSINESS

DOING RIGHT, EVERY DAY.

How we do business matters as much as what we make. Sustainability isn't a tick in a box, it's how we choose to operate, every day.

Environmental, social and governance: For us, that means investing in our people, reducing our impact on the planet, supporting our communities, and holding ourselves to the highest standards of integrity. It means fair, ethical partnerships with our suppliers and customers, and decisions we're proud to stand behind.

This is not a side project. It's an ongoing journey, a lasting commitment, embedded in how we grow.



YOU ARE AKW.
YOU MAKE
LIFE BETTER.

Life Made Better™



Life Made Better™