



MEDIA RELEASE

The Red Peak Flag Design and its similarities to the Arrow Uniform logo has attracted a good amount of comment and speculation in the media.

Arrow Uniforms is very proud of its brand and of the company, and the staff in the company have taken an active interest in the debate with some also commenting on social media on the similarities.

Mr Des Ford, Managing Director of Arrow Uniforms said that, while there are still further steps in the referendum process, Red Peak seems likely to become one of five flag options for the country to choose from. He said if Red Peak is ultimately chosen, he would be very flattered to see the Arrow brand flying high on Parliament buildings and around the world.

"It's quite an exciting prospect. We are proud kiwis too and if the Red Peak design is what the country wants then we will be right behind the decision if and when that happens.

Of course we would have to consider very carefully the impact on the Arrow brand and the investment we have made in it over the past many years – we do not want to see our long-standing brand or its value diluted. If it eventuates, my hope is that the Flag Secretariat and other decision makers are open to a conversation, but I'm sure that an amicable solution will be able to be found," said Mr Ford.

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