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Specialty (re)insurance group Chaucer unveils their new brand identity

Leading speciality (re)insurance group Chaucer unveils their new brand identity on April 20th. Their new brand was developed to support their ambitious growth agenda and to accurately and effectively communicate the strengths of the business.

Chaucer's new brand identity aims to reflect the firm's brand proposition, of leading specialists in underwriting risks, empowered by a collegiate management style. Chaucer's collaborative culture and the depth and breadth of expertise of its people is echoed in the firm's brand line "The team of leaders".

John Fowle, Chief Executive Officer at Chaucer, said: "I'm delighted to unveil our new brand identity today. Our new brand provides us with an opportunity to reinforce the qualities that distinguish us and shine a light on the quality of our people and our business."

One notable change is the inclusion of Chaucer's parent company, China Re, in their new logo. China Re acquired Chaucer in 2018 and since then Chaucer has significantly benefitted from the stability and financial strength of their parent. In return, Chaucer has helped China Re execute their international growth agenda.

Background

Chaucer is an insurance and reinsurance underwriting group operating as both a Lloyd's syndicate and a (re)insurance company. The business has 100 years of history as part of the Lloyd's market. Headquartered in London, it also has offices in Dublin, Copenhagen, Singapore, Dubai, and Bermuda and a strategic hub in Miami. Chaucer provides cover across all major insurance and reinsurance lines to clients in over 200 countries.

Chaucer is dedicated to providing market leading solutions to its brokers and clients both through traditional products and through embracing innovation. In 2019, Chaucer teamed up with decision platform provider, QOMPLX, to launch the world's first multi-peril parametric insurance product tailored to provide coverage to SMEs. WonderCover offers coverage against cyber, IT interruption and terrorism events and ensures prompt payment

on claims. In 2020, Chaucer partnered with Artificial Labs, the London InsurTech to deliver smart, efficient underwriting services to brokers.

John Fowle adds “The insurance market is evolving quickly, and Chaucer is determined to be in the vanguard of this change, providing innovative solutions to new and emerging risks.”

“Since opening our Dublin office in 2017 we have steadily developed our global presence, with subsequent offices opening in Dubai and Bermuda. Support from our parent company, China Re, has been integral to this. Deepening our relationships around the globe whilst continuing to offer our clients and brokers the best possible service in the London Market will continue to be a priority for Chaucer in the coming years.”

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About Chaucer Group

We are a leading specialty (re)insurance group providing clients with proven smart risk solutions for underwriting and claims. Our enterprising and trusted experts offer market leading cross class capabilities, empowered decision-making and a tailored approach.

With our headquarters in London, and international hubs in Europe, MENA, Bermuda, Latin America and Asia, we work with brokers and protect clients in over 200 countries and territories worldwide.

We offer clients the flexibility of both Lloyd’s and, through Chaucer Insurance Company, the company markets. Chaucer Insurance Company is rated A (AM Best).

Our dedicated claims team completes our underwriting proposition, epitomising the capabilities required to handle even the most complex incident. We provide a first class claims service and most importantly, pay complex claims promptly. Gracechurch, the sector leading insurance research company and independent authority on London market performance, recognises our claims service as ‘outstanding’.

Our clients also benefit from the support we receive from our parent company, China Re, a leading reinsurer in China, and one of the top 10 reinsurance companies in the world, which maintains excellent security ratings from A.M. Best and Standard & Poor's. China Re is listed on the Hong Kong stock exchange (1508.HK).

For more information, please visit chaucergroup.com