

## Optima with a new design One brand for the entire world

**Great interest in the new styleguide - all employees worldwide receive the corporate design information**



**Following rapid growth in the past years, Optima accentuates the unity of the company with a new corporate design.**

The Optima Group will roll out its new image worldwide. We want to present ourselves with the single brand Optima in the future, explains the company president Hans Bühler. We are one company, have one spirit, and speak one language. That should be made visible. The most obvious change is the new company logo which focuses on the essentials: it is easily legible, and succinct. The wordmark appears in bright blue and stands as the corporate brand for all Optima worldwide. As of January 1<sup>st</sup>, 2012, the new design will be successively implemented. We'll begin with the primary communication methods, converting the homepage, letterhead, and business cards to the new format. The remaining conversions will take place later in the year, at our trade show presence and with our machine labeling; Optima worldwide will change to the new design, explains Marketing Director Sabine Gauger. We want to further strengthen the Optima brand worldwide.

Corporate design incorporates specific style characteristics which allow a company to present itself in a visually standardized way. In this way, the presence appears to be cast from a single source. At the same time employees save time when the layouts are defined and made available for use. The brand recognition in advertisements and at trade shows will increase.

### **Optima information:**

Since its founding in 1922, continuous growth has accompanied this mid-sized family business. With over 1400 employees worldwide, Optima Group has consciously built customer focus by dividing the different business units according to their markets. Optima technologies are in demand worldwide, resulting in an export quotient of 80%. Highly reliable and innovative equipment for packaging single-serve solutions for coffee, packaging

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and palletising of paper hygiene products, turnkey systems for the pharmaceutical industry and flexible equipment for modern manufacture of wound care products are synonymous with the Optima name.