



identity driven brand building®

PRESS RELEASE

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Brandhome designs new DELTA house style

The Antwerp agency Brandhome design has developed a new house style for the Dutch group DELTA. The style matches DELTA's new corporate identity, which Brandhome was responsible for guiding and developing. The new house style incorporates the identity values of ingenuity, reliability and enterprise.

Ger-Jan van den Elsen, corporate communication manager at DELTA: 'DELTA has a high recognition level in Zeeland. But we're more ambitious than that: we want to grow beyond this province too. What's more, our identity wasn't sufficiently reflected in the old house style. So we had two good reasons for commissioning Brandhome design to create us a new one.'

Bert van Rooijen, design director at Brandhome, who was responsible for the design: 'DELTA's house style is now more open and modern, and applies to all the group's companies. The different businesses each used to have their own versions. DELTA can now present itself as a single organisation offering a range of multi-utility services.'

DELTA is a major player in the Dutch market in the field of multi-utility services: power, water, environment and triple-play, for both consumers and businesses. The multi-utility market is developing very rapidly. DELTA is also active in the Belgian market via its stake in Indaver.

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method®. The agency's key goals include constantly increasing brand knowledge. Brandhome is headquartered in Antwerp, Belgium.

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Note for editors, not for publication:

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