

PRESS RELEASE

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Brandhome builds new Enduris brand

New network business positioned in the Dutch market

Brandhome recently built the new Enduris brand. The network business Enduris is a spin-off of the Dutch multi-utility company DELTA. Brandhome conceived and designed the name and visual identity for the new business.



Brandhome advised DELTA on the naming process, the design of the new logo and the use of colour, all based on a clear strategy. As a specialist in renaming and rebranding, Brandhome was given the scope to build a brand that has to position itself as a newcomer in an established market. Brandhome also organised an employee event to introduce the brand. The new name was gradually revealed during a game of Scrabble on the beach near Vlissingen. The name and logo were finally unveiled to hearty applause.

Corné Boot of Enduris: 'Brandhome guided us very well throughout the naming process, up to and including the development of a visual identity. At the end of the day, you have to visualise your organisation as a person and find an appropriate character and appearance for it. Enduris suits us: we're a contemporary, technical business that's a source of energy for our customers.'

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Note for editors, not for publication:

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