

PRESS RELEASE

8th of May 2013
PB 130013

Brandhome goes from B to Z for BLOOMZ.

As a new player on the market of office space, BLOOMZ group provides a solution to companies looking for a working space 2.0. BLOOMZ puts the entrepreneurs' and employees' needs first offering fixed over flexible workspace to meeting rooms: BLOOMZ is "your office from B to Z". The 'A'? Those are the companies we always put first at BLOOMZ. BLOOMZ is more than an office. It is a 'business club & hub'. Brandhome successfully took up the challenge to create a brand concept for BLOOMZ.

Johan Heyninck, General manager of the first BLOOMZ office site in Diegem: "Brandhome has built our brand identity for scratch into a brand concept. The result meets for a 100% our ambition to make our business centre into something more than just a workspace. BLOOMZ provides solutions for flexible working in a professional and dynamic context, taking into account the entrepreneurs and employees' needs. They manage to create a community amongst them. BLOOMZ is "your office from B to Z".

Nicoline Spruijt from Brandhome: "Shaping a new concept from B to Z, together with a A-team of entrepreneurs fits our DNA. The concept brand captures all elements to bring BLOOMZ to the forefront: surprising, different, dynamic, support from B to Z. Brandhome worked with the BLOOMZ team to develop a strategic brand identity; created a name to fit and a visual identity with a surprising look&feel. This look will get a "face" in the offices, on the website, and in all communication. The start of Triple-A brand-building."

Discover more on <http://BLOOMZ-offices.com/>

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.

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Note for editors, not for publication:

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