

GMM Pfaudler

Guiding a Global Amalgamation

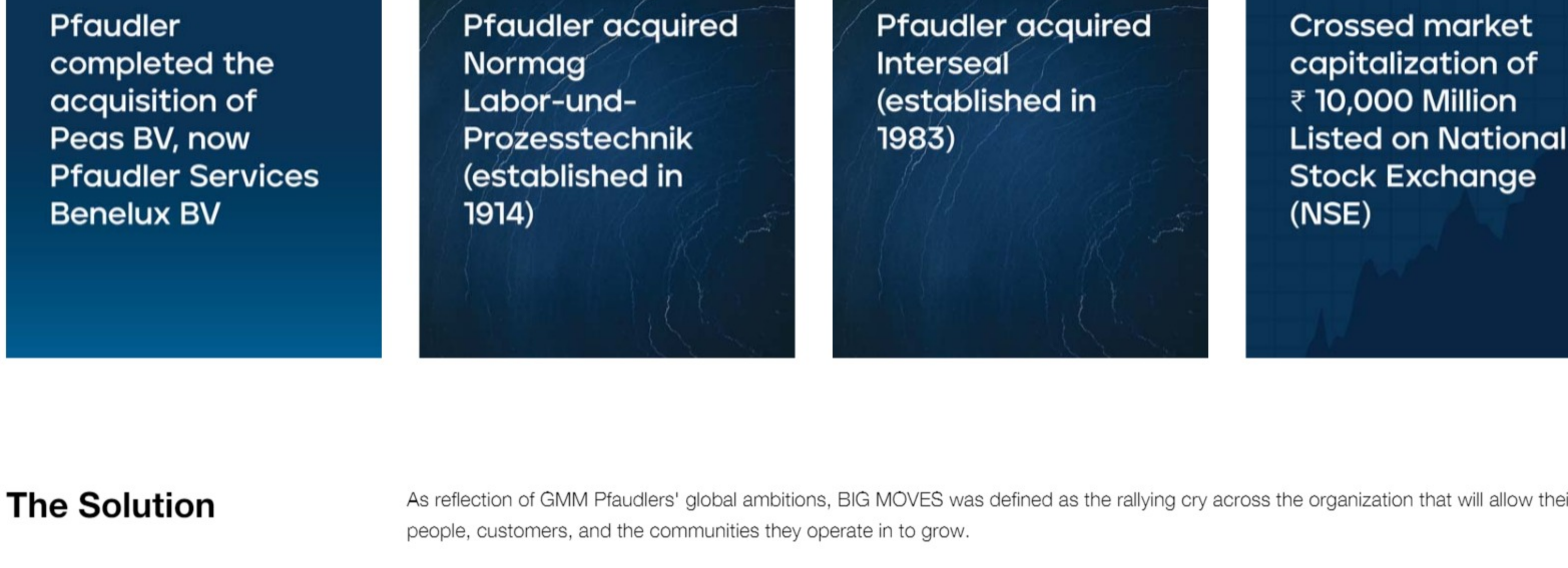
Naming, Positioning, Communication Strategy, Brand Identity, Branding Collaterals

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GMM Pfaudler, the Indian arm of a 100-plus year acquired its parent company, Pfaudler. With Pfaudler as a multi-national and diverse company, employing over 1,500 employees and manufacturing facilities on four continents, the amalgamation meant establishing a seamless transition, and a harmonious integration at all stakeholder levels.

The Challenge

ABND was tasked to understand the business at large, the offerings including products and services, branded lines – all across the different geographies, and come up with a unified corporate brand and establish a future-ready offerings brand portfolio considering the growth plans of the unified entity.



The Solution

As reflection of GMM Pfaudlers' global ambitions, BIG MOVES was defined as the rallying cry across the organization that will allow their people, customers, and the communities they operate in to grow.

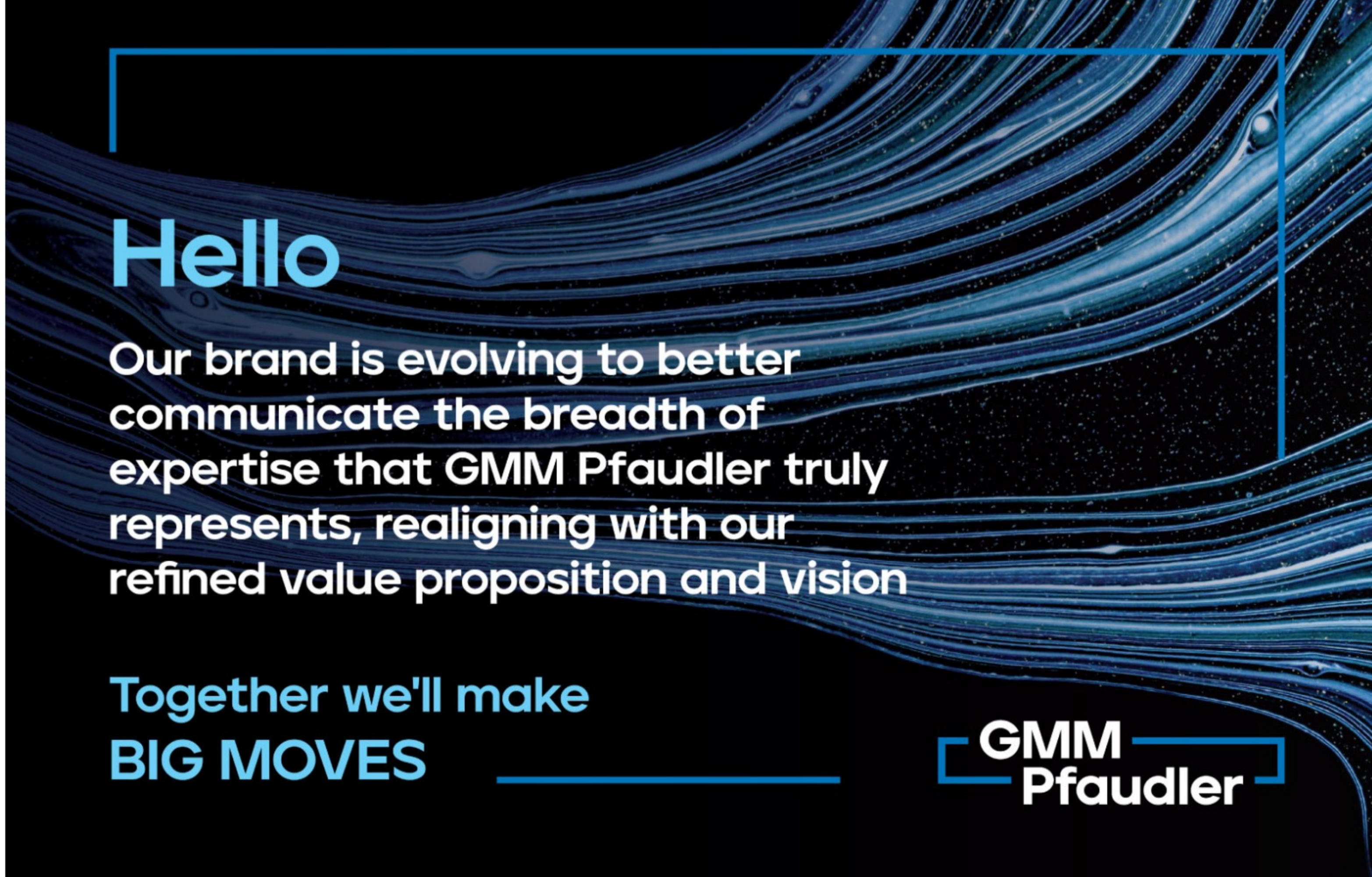


16 February 2021

GMM Pfaudler completes acquisition of majority stake in the global business of Pfaudler Group

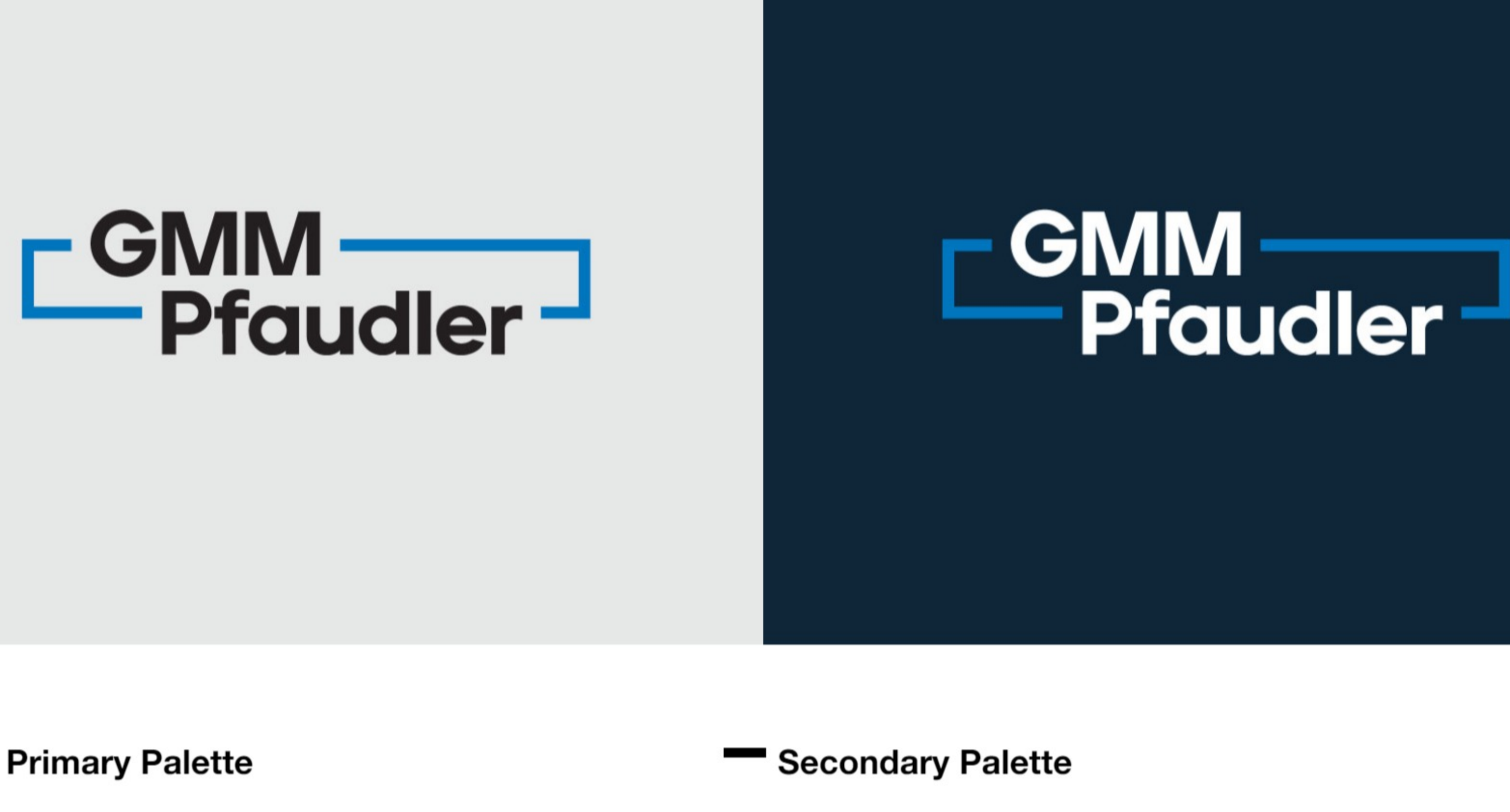
GMM Pfaudler Scales New Heights

BIG MOVES



This was supplemented by creating a brand-new visual identity based on a brand personality followed by a robust brand architecture for the branded lines.

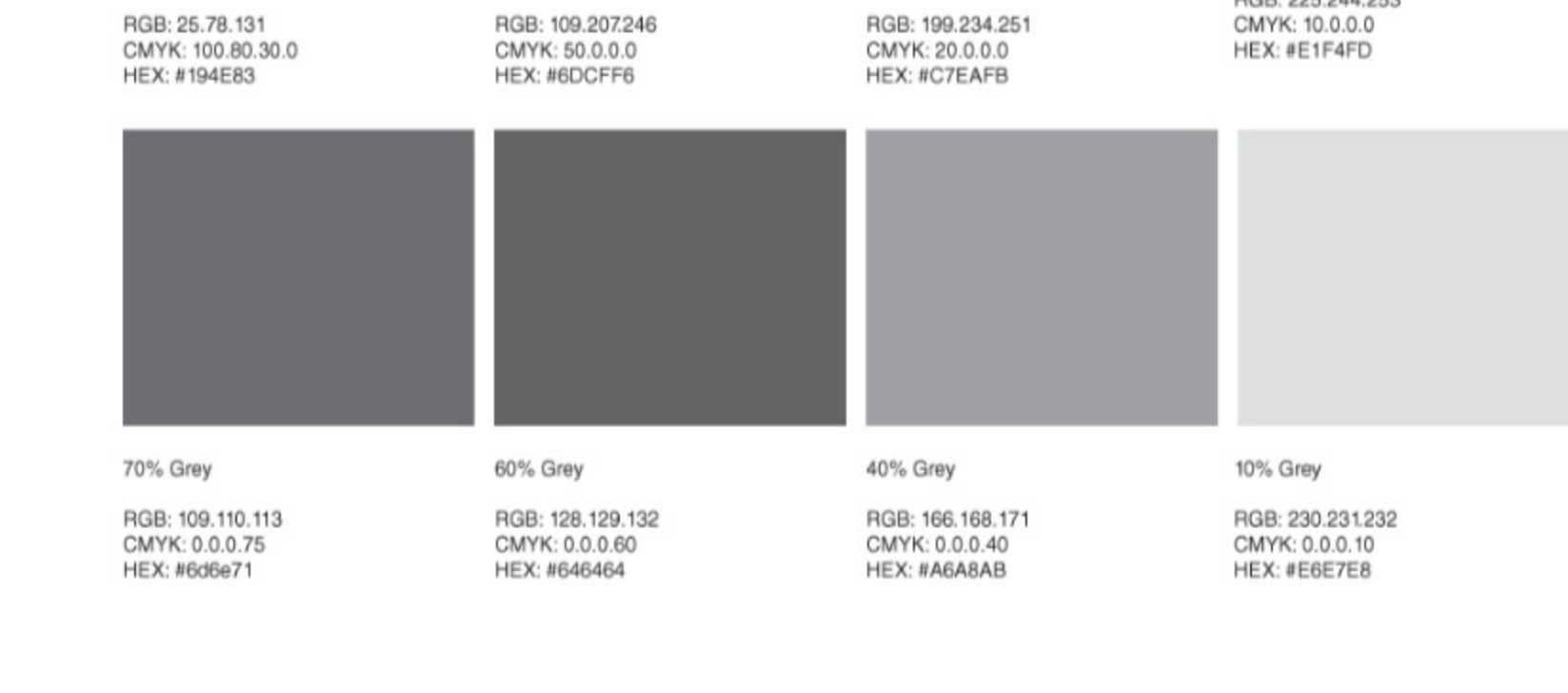
Identity



Primary Palette



Secondary Palette



Primary Typeface



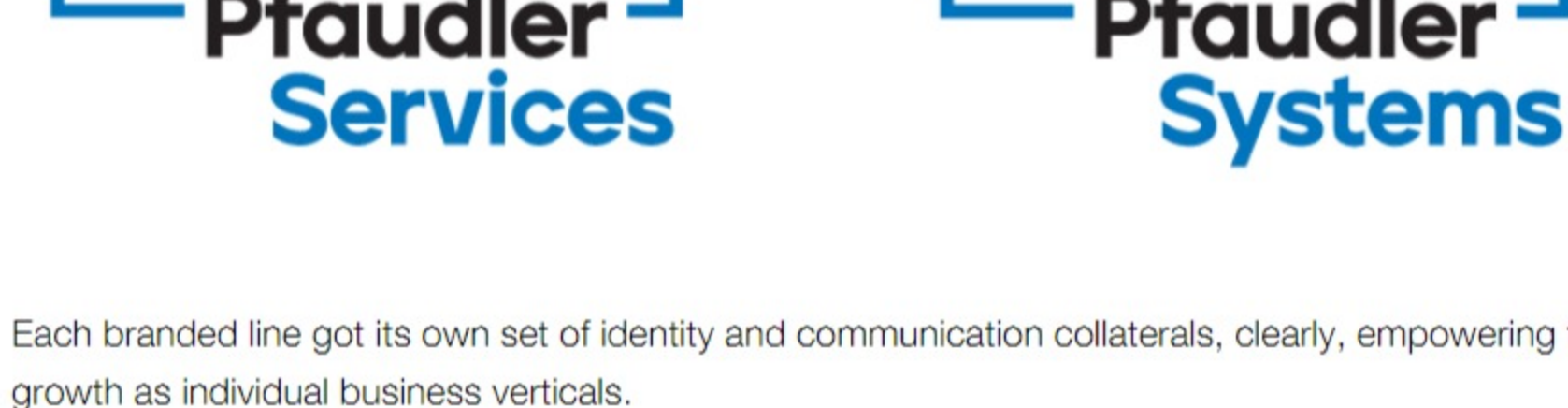
Secondary Typeface



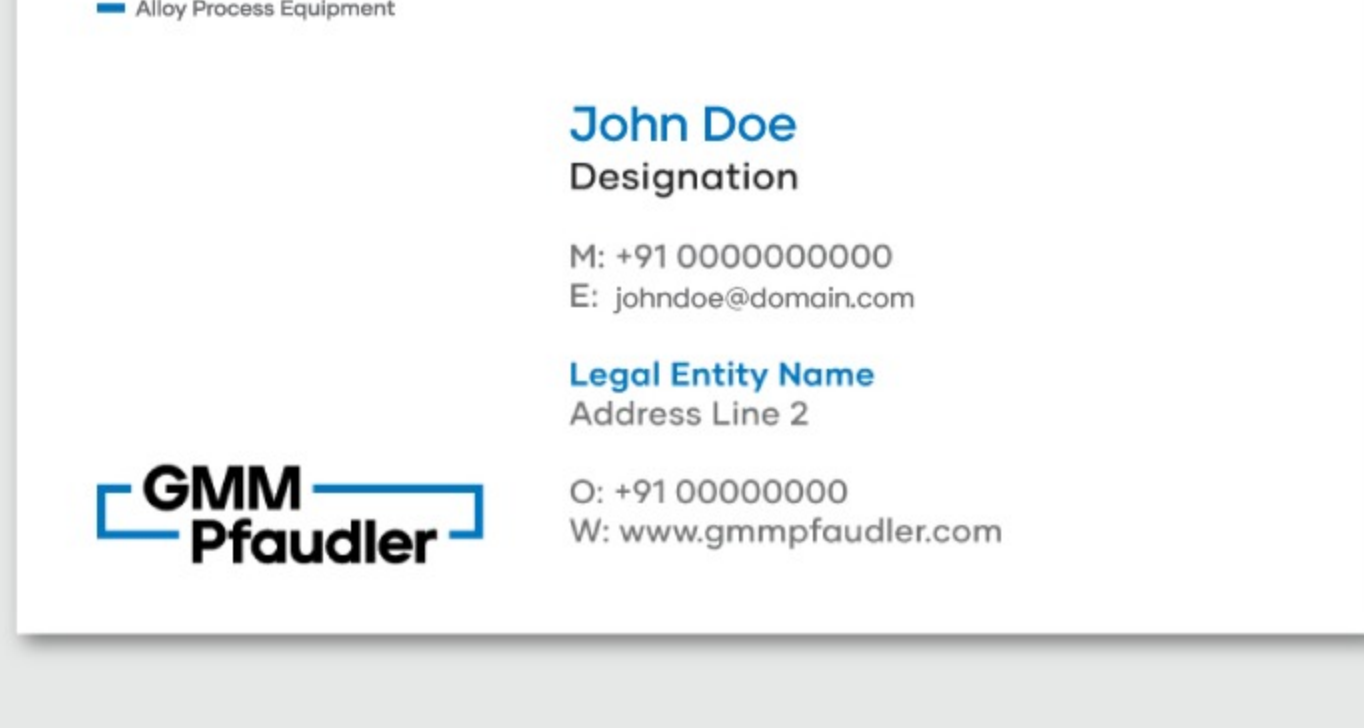
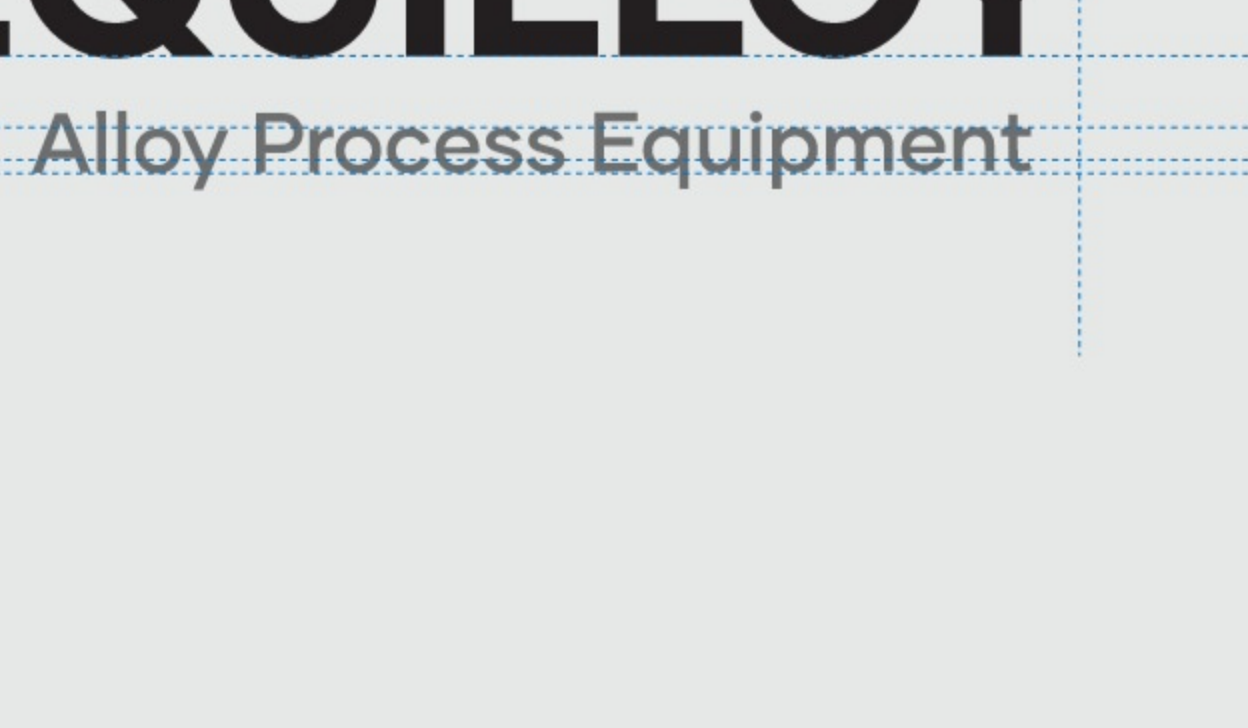
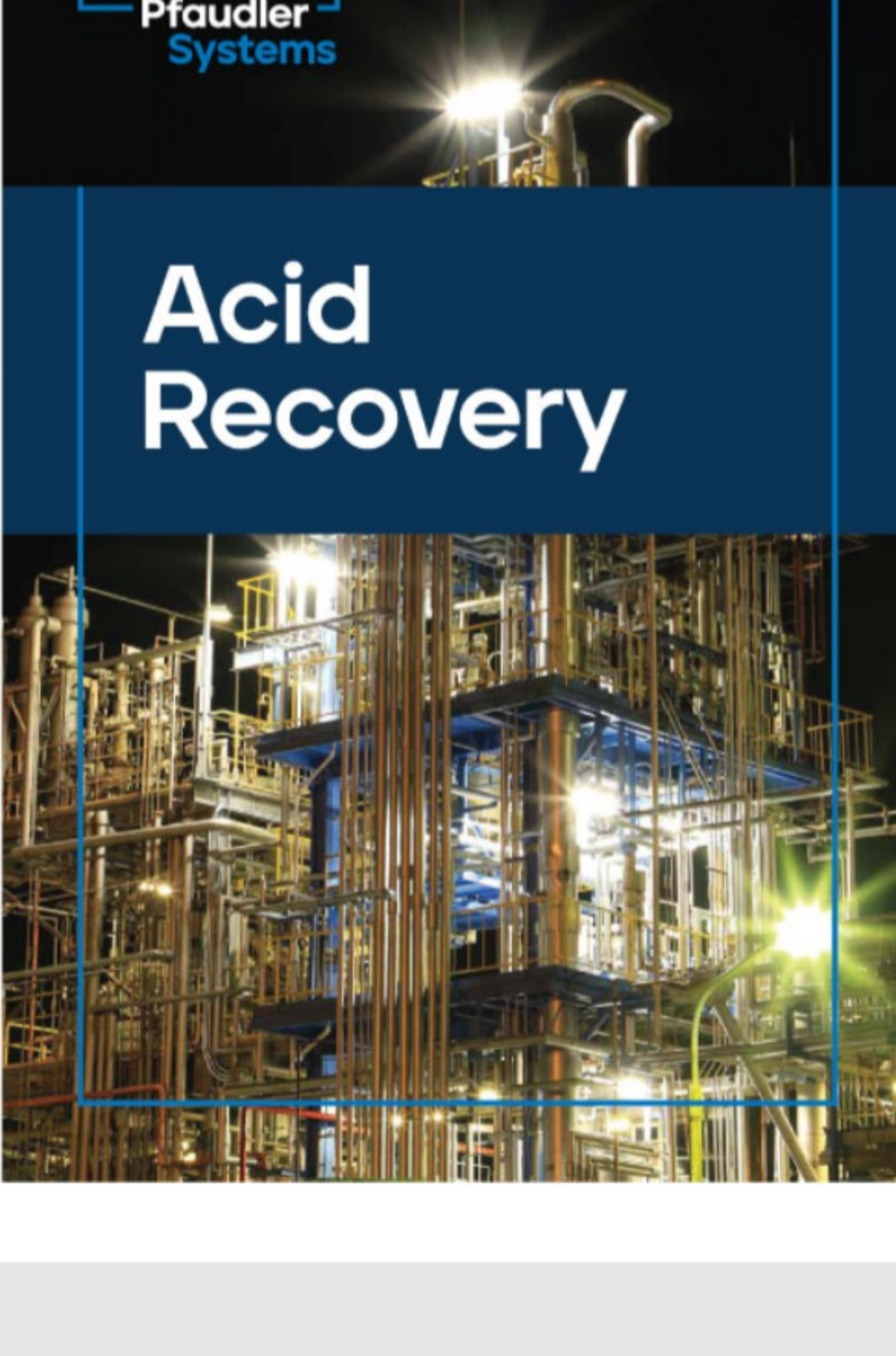
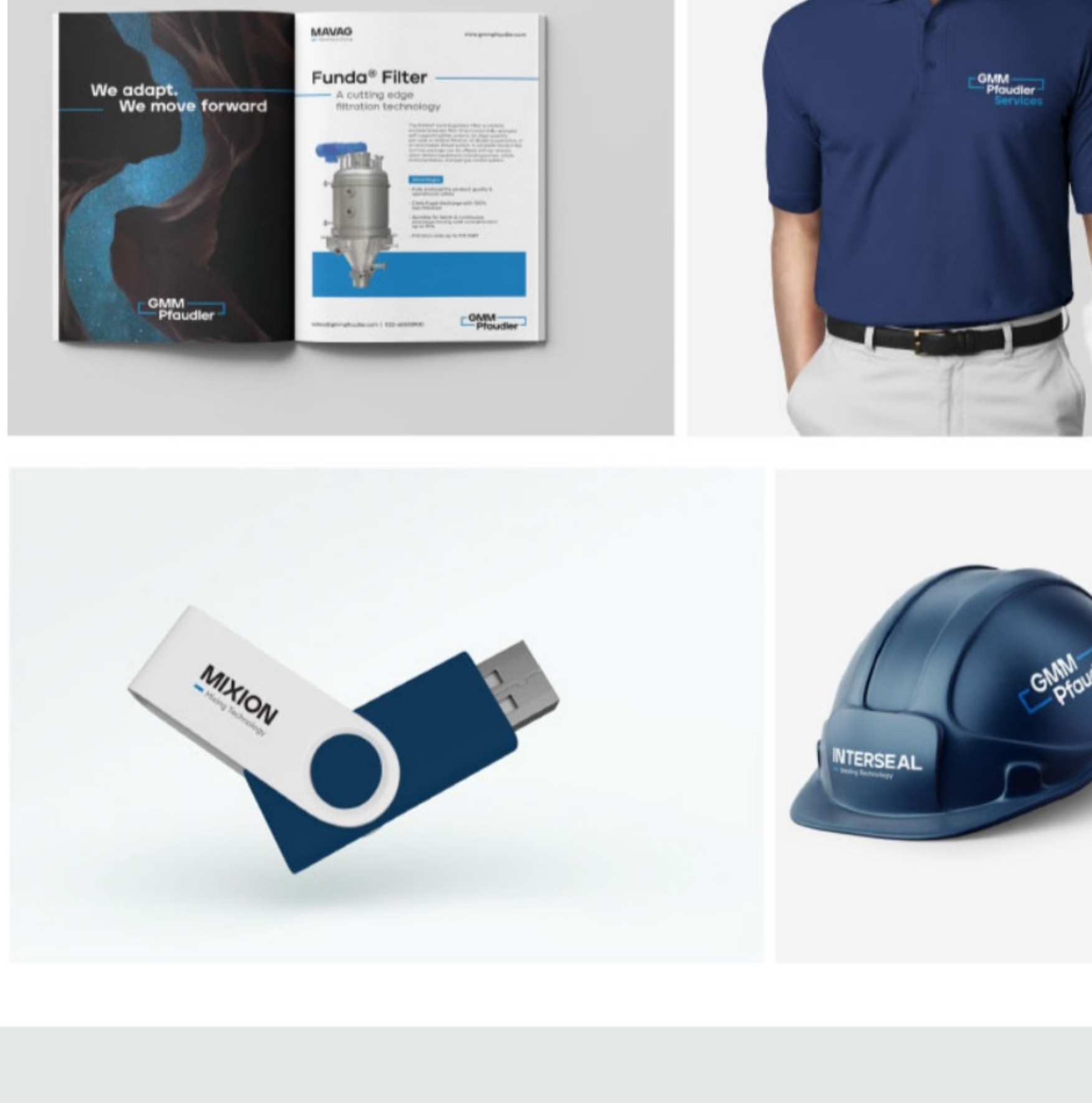
Branded Product Lines



Business Function



CSR* Activities



The last part entailed creating communication for global deployment and bring alive BIG MOVES – simply, a metaphoric representation of GMM Pfaudler.



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