

Medienmitteilung

Rümlang | Schweiz | 15. April 2015 – Neues Markendesign

Neues Markendesign lanciert

Einer der Schlüsselfaktoren in unserer dynamischen Industrie ist eine starke, globale Marke. Und es ist ein wichtiges Element um unsere strategischen Ziele der Innovationsführerschaft in unserem Kerngeschäft zu erreichen. Deshalb lancieren wir ein neues Markendesign. Es wird unsere Position stärken und widerspiegelt unser Markenversprechen: Beyond security – und gibt Vorteile für alle unsere Anspruchsgruppen.

Die weltweite Expansion unserer Geschäftsfelder ging in den letzten Jahren weiter voran. In diesem dynamischen Umfeld fokussieren wir uns auf unsere Stärken, ohne dabei unsere Flexibilität zu verlieren. Die geschärfte Markenidentität führt uns durch diesen Konsolidierungs- und Stärkungsprozess. Das Markendesign ist eine der vielen Initiativen, welche wir zur Stärkung unseres Kerngeschäfts lanciert haben.

Beyond security

Das neue Markendesign ist das Resultat eines intensiven Prozesses in welchem wir unsere Werte, Kompetenzen, Ambitionen und Tradition unter die Lupe genommen haben. Das Resultat ist ein modulares, systematisches Gerüst aus Containern, Farben und Bildern, welche unseren nutzerorientierten Ansatz und unsere Innovationskapazität vermitteln.

In unserer Kommunikation finden Sie nach wie vor fundiertes Wissen und solide Fakten. Diese werden angereichert mit ansprechenden Bildern aus dem wirklichen Leben, Farben zum Hervorheben der Kernvorteile für Ihr Geschäft und einer klaren Struktur, welche Sie durch die Publikationen führt. Unser Ziel ist es, Ihnen ein inspirierendes Markenerlebnis zu bieten, welches unsere Ambitionen verkörpert. Wir gehen Beyond security. Über das Jahr verteilt werden Sie mehr und mehr Kommunikationsmaterial im neuen Look begegnen.

Für weitere Informationen:

Saskia Hengartner, Communications Manager, Tel. +41 44 818 92 01

About Kaba

Kaba – Beyond security

With its innovative products, systems and services, globally active technology group Kaba is a leading provider of high quality access management solutions, keys, cylinders, physical access systems, enterprise data and time recording, and hotel access systems. The group is also a global market leader for high security locks, key blanks, transponder keys and key manufacturing machines. The stock exchange-listed group has sales of around one billion Swiss francs and employs around 9,000 people in more than 60 countries. For more than 150 years Kaba has set trends in security and beyond – in terms of functionality, convenience and design, and always with a focus on optimum value to customers.

SIX Swiss Exchange: KABN

For more information please visit www.kaba.com

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- Financing costs
- Delays in the integration of acquisitions
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