



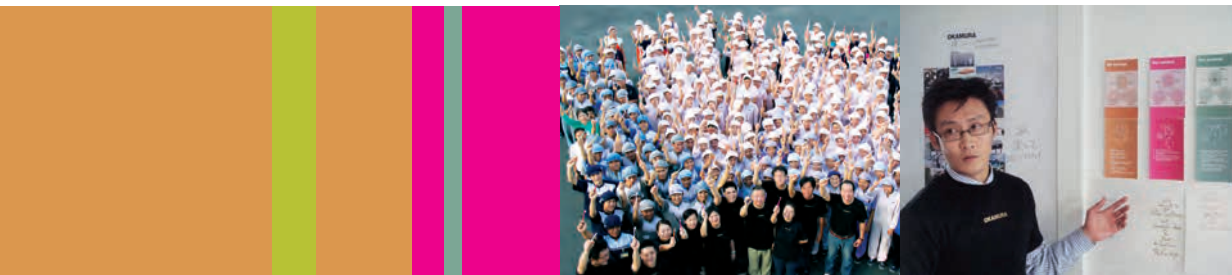
CORPORATE BRANDING FOR OKAMURA LTD.

Transferring Swiss culture

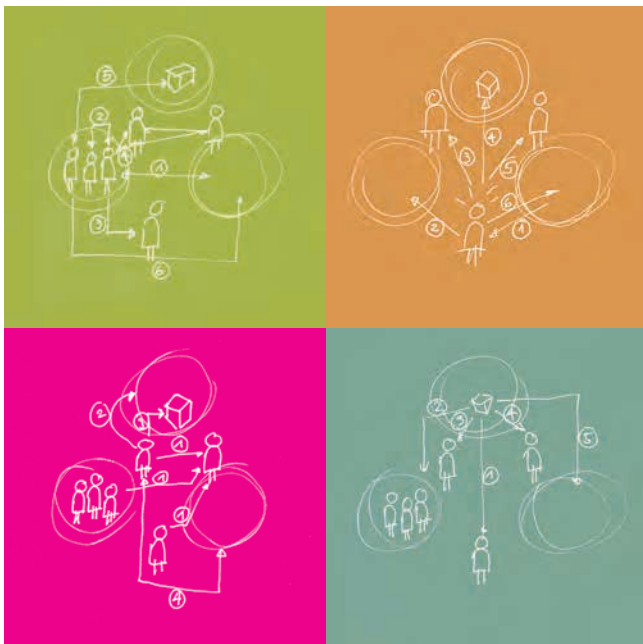
A Japanese manufacturer of dental products is becoming established on the prophylaxis market with a new brand.



From producer to brand carrier.
In record time the Japanese manufacturer Okamura developed into the product label OKAMURA.
The key was focusing on tradition.



All in the same boat. Different cultures under one brand.



A complete success at the first attempt!
The strategic, action-guiding principles for brand development were elaborated in corporate branding workshops using innovative methods.

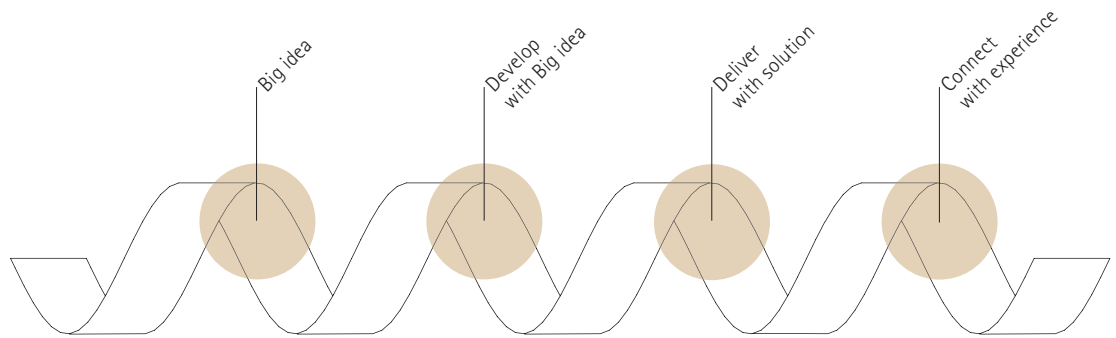
A shared understanding of quality and tradition led a traditional Japanese company, with a business tradition going back 150 years, to the successful cooperation between Okamura and Erdmann Design.

Okamura is already internationally active as a manufacturer of products for dental prophylaxis. In the future the company owner wants to strengthen the Okamura brand with a special product range.

The created corporate branding concept led to the culture change from a manufacturing firm to a brand manufacturer. Erdmann Design's extensive support comprised the strategic concept as well as the visual realization of media and products.



Product and product identification.
Standardization with a reduction in the visual appearance.



Project in 2008

Sub-projects:

Corporate branding workshops

Definition of the brand

Market introduction

Staff training

Corporate design

Guidelines for market introduction

Launch of the new brand

Trade fair concept

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