



CORPORATE BRANDING FOR XORELLA AG

Swiss Engineering, Chinese Manufacturing

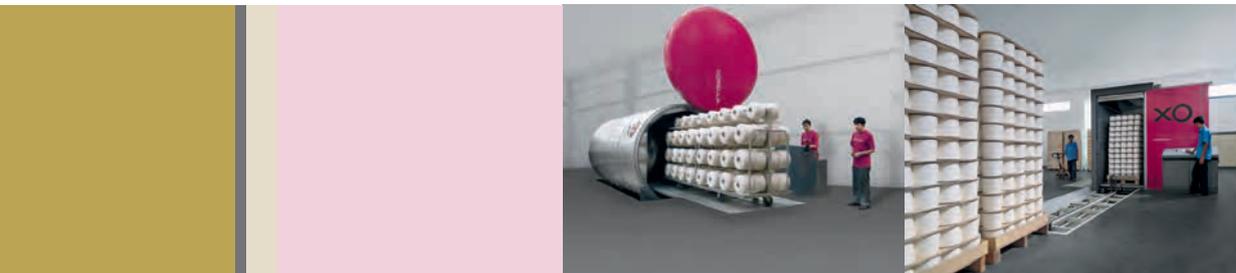
The Swiss company Xorella became part of the Chinese textile industry group Fong's



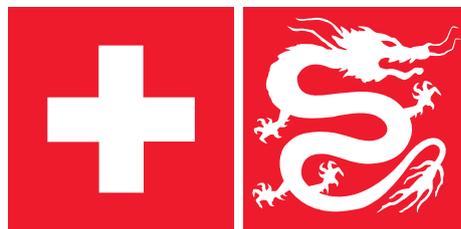
Markets change. In the textile industry, the focus has long since shifted towards Asia.

For the Chinese Fong's Group it was an interesting option to take Swiss engineering knowhow on board with the takeover of Xorella AG.

As a Swiss design company, Erdmann Design was engaged to support and carry out this cultural repositioning task by developing a platform for Xorella's textile finishing systems and a new brand.



Two product lines from Xorella were given a new identity with a distinct color scheme and picture trademark.



SWISS ENGINEERING CHINESE MANUFACTURING

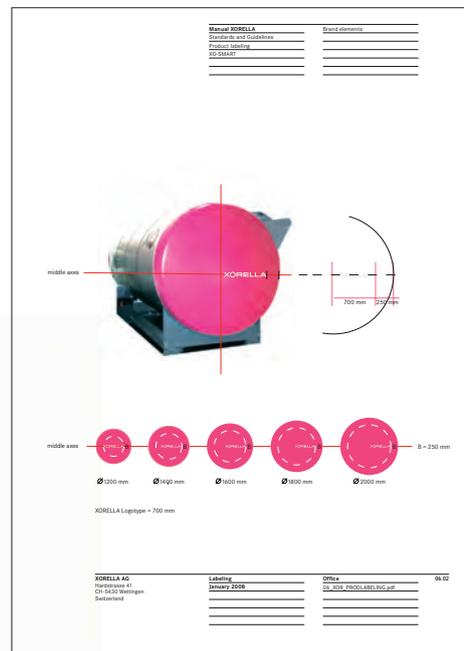
To appropriately honor the cooperative partnership between Switzerland and China, a special trademark was developed.

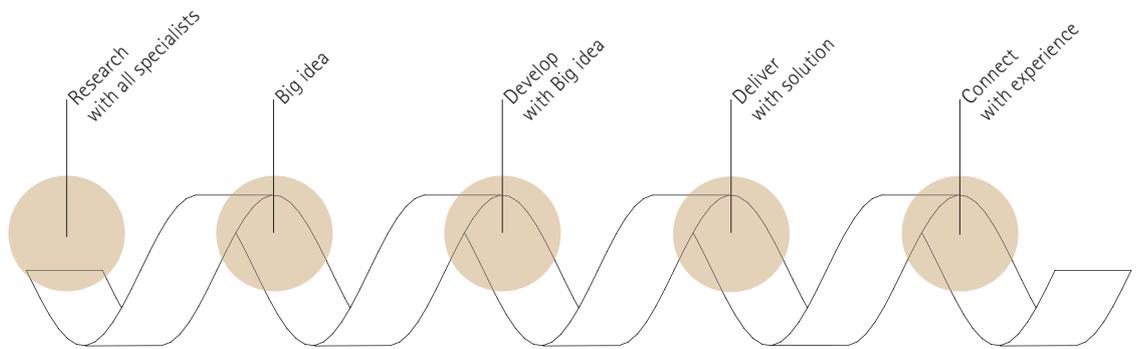
With true stories in film and print from five countries around the world and a comprehensive strategy program, the ageing Xorella AG was prepared for the international textile market with new textile finishing technology.

For the textile machine manufacturer's trade fair appearance, the Erdmann team developed exhibits and room elements which efficiently communicated the essential offer, machines, technology and services.

The medium of film and process animations was used to show the Xorella machines and highlight specific innovations.

XORELLA





Project start: 2003
Project end: 2005

Sub-projects:
Strategy
Printed media
Internet
Trade fair appearance
Event design
Vehicles
Building signs
Interior design

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