

Two become one

Why KERN-DEUDIAM now has a new logo



Sometimes something very small can cause something very big: a new packaging for the diamond cutting discs was the reason that the company KERN-DEUDIAM had a new logo designed. But why now? Ten years have passed since the merger of the two companies KERN and DEUDIAM into one of the leading German manufacturers of diamond tools and machines with worldwide business relationships. Time enough to introduce a new logo.

Managing director Marko Waymann explains: 'Replacing an established logo is always a tricky business. It should not be forgotten that the merger of two companies is a tremendous personal and temporal effort. We simply lacked the capacity to create and present a new common logo at the time. Moreover, we also wanted to demonstrate to everyone that we would continue to guarantee the best quality and stability. That's why we've been using the well-introduced logos of both companies side by side for a long time.

But now the time has come where we just cannot wait any longer. We deliver our products to more than 60 countries. In recent years, we have invested heavily in expanding our international business relationships; especially in the Russian and Spanish-speaking countries. The longer we wait, the greater the effort will be during the conversion, because all catalogs, packaging, stickers and products have to be reprinted. Providing everything with two logos now and changing them in two years would be even more expensive. When we were discussing the packaging of the new diamond cutting discs and the question of the design and the logos came up, we decided: Now is the time to go for it.

So we invited international tenders for the design and got some really great, creative drafts. Together with all fifty employees, we selected the best design out of 180 proposals'.

The new logo is simple, clear and has a good recognition value. It is held in our CI colours blue and black and combines a blue D with a black K, with the vertical bars of the letters being one. Next to that are the words KERN and DEUDIAM, one underneath the other. The latter is an abbreviation for "German diamond tools". This is also a confession for us. We are one of the few companies in the industry that has its own production and development in Germany', says Waymann.

'We are very much looking forward to the presentation of the new logo at the International Hardware Fair in spring 2018 in Cologne. Of course, the conversion will be a process over several years. But with the new logo shortly after our 40th anniversary in 2017, we also want to convey a message: The merger process is finally completed. Two companies have become one, two teams are one. Now there is only one "we" - and that is called "KERN-DEUDIAM".'

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