

Two become one: Kern-Deudiam gets new logo

Sometimes something very small can cause something very big to happen. Thus new packaging for its diamond cutting discs was the reason that Kern-Deudiam had a new logo designed which has led to a common identity for the company.

It has been 10 years since the merger of Kern and Deudiam which is now one of the leading German manufacturers of diamond tools and machinery. Many would have thought a new logo for the company would have occurred many years ago, but this has occurred only now.

"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," explains company managing director Marko Waymann.

Marko continues: "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 busi-

ness relationships; especially in the Russian and Spanish speaking countries. The longer we wait, the greater the effort will be during the conversion, because all catalogues, packaging, stickers and products have to be reprinted. 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."

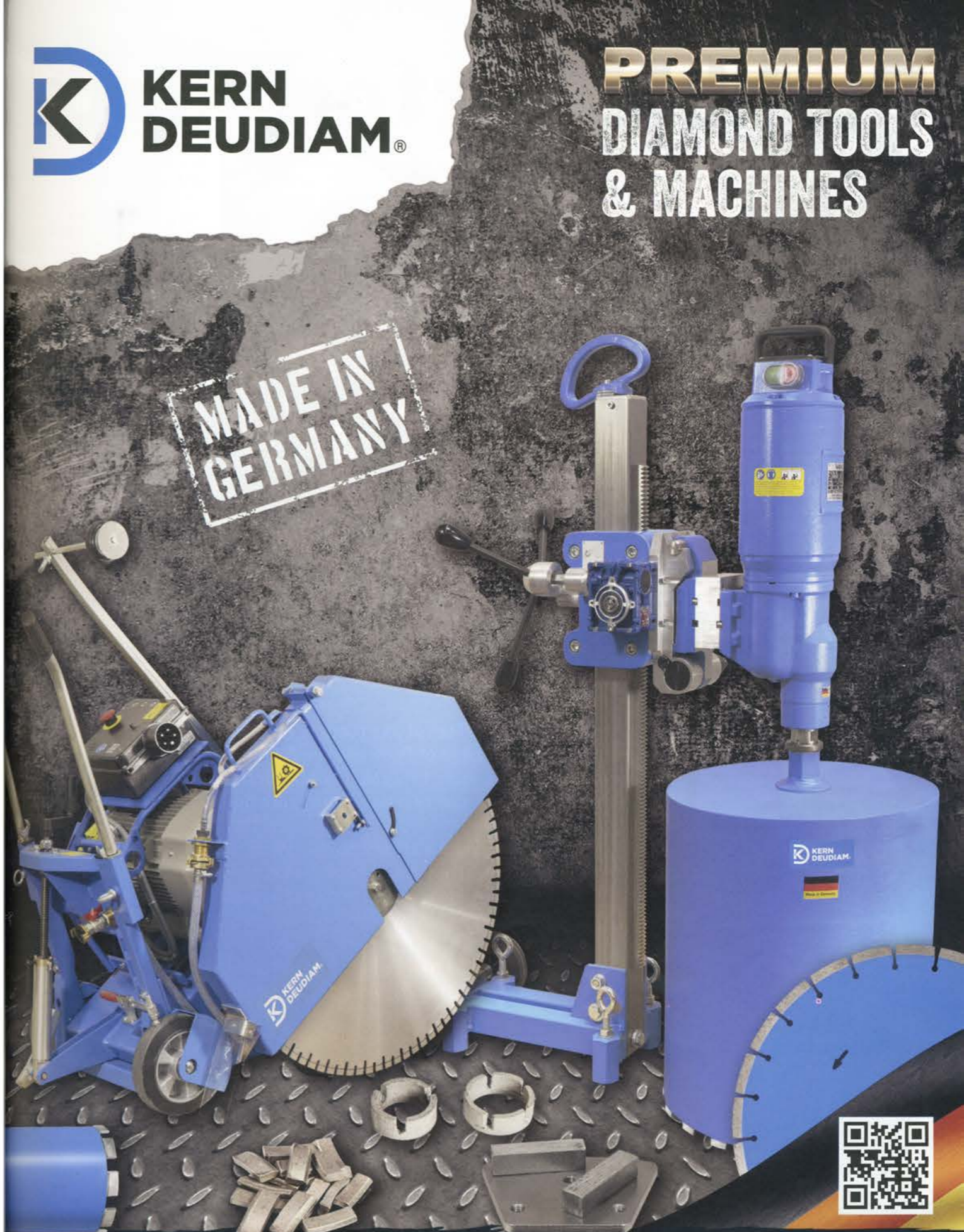
The new logo is simple, clear and possesses excellent recognition. It comprise of the company's blue and black colours. Next to that are the words 'Kern' and 'Deudiam', one underneath the other. "The latter is an abbreviation for 'German diamond tools'.

"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 look forward to presenting the new logo at the International Hardware Fair in the spring of 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," so' concludes Marko Waymann.



PREMIUM DIAMOND TOOLS & MACHINES



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