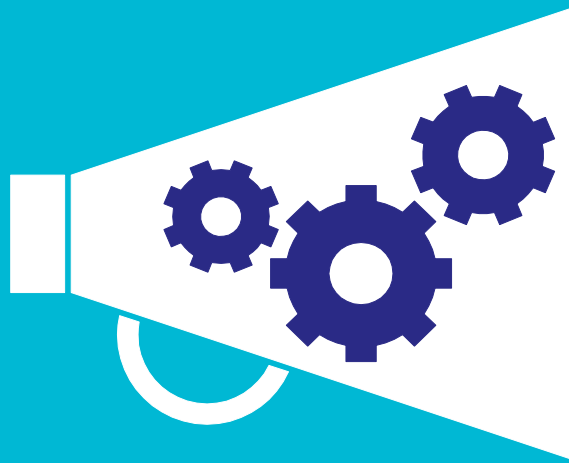


# Develop a brand identity? *Know how.*

---

With funding from Austria, we helped Normandia, a provider of industrial services from Romania, to define a new brand identity and commercial strategy, more than doubling their turnover and supporting their continued expansion into European markets.



# Industrial services provider, Romania

**We helped Normandia, a provider of industrial services from Romania, to define a new brand identity and commercial strategy, more than doubling their turnover and supporting their continued expansion into European markets.**

Normandia ([www.normandia.ro](http://www.normandia.ro)) was set up in 1992, in Brasov, by Mr. Adrian Socol. At a time when in Romania there were only state-owned printing houses significantly outdated in terms of equipment and production capacity, Normandia started importing second-hand professional printing equipment for media trusts and publishing houses in the country.

When the national printing industry went into decline, Normandia diversified its portfolio and began to provide industrial services, such as equipment relocation and industrial maintenance, across a wide range of sectors. A highly-qualified team ensured the company's steady development over a 20-years period, in Romania and abroad.

However, the company's branding was not in tune with the quality of their services, nor with the growing interest of their European customers.



With the right image and commercial strategy, Normandia was able to seize new opportunities in European markets and more than doubled its turnover.

As such, Normandia decided to refresh their brand identity and marketing strategy.

We connected Normandia to a local consultant - High Contrast, a full-service digital agency. The consultant:

- Analysed the company and their market position
- Developed a new brand identity, including visuals and brand manual
- Developed Normandia's online identity, along with a new website and a comprehensive online marketing strategy
- Delivered recommendations to enhance the company's commercial performance.

As a result of the project, Normandia's entire commercial strategy is now based on the consultant's recommendations. The company now has a full-time marketing specialist, and an expanding sales team. Additionally, one year after the project's completion, Normandia's image and business performance have improved considerably, as turnover more than doubled, and both the number of customers and profitability have increased by 40%. With a refreshed brand identity and a sound commercial strategy, Normandia continues to expand into European markets, which now account for more than 70% of the company's business.

"Our cooperation with the EBRD and the local consultant brought a modern, energetic and professional touch to our brand identity", said Mr. Adrian Socol, Normandia's General Manager. "We are extremely thankful for these great results!"

[www.ebrd.com/knowhow](http://www.ebrd.com/knowhow)  
[knowhowromania@ebrd.com](mailto:knowhowromania@ebrd.com)

Turnover  
**x2.3**

Customers  
**+40%**

Profitability  
**+40%**

Total project value  
**€11,616**

Client contribution  
**€6,776**