

News release

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Curious crafts new brand identity for Trolex

Brand communications agency Curious has developed a new brand identity and positioning for Trolex, a leading engineering company that specialises in the design and manufacture of sensing systems for mining, tunnelling and industrial applications. Trolex has a 50-year history in the business and is a global player.

Curious developed a new brand strategy for the company based on detailed market research. What emerged was the fact that Trolex's brand identity was out of step with its market position. Curious was also able to completely update Trolex's image to bring it into line with its exciting new portfolio of products and its ambitions to expand.

Curious has designed Trolex's overall brand identity including a new logo and has created new stationery, brochures, website design and product literature as well as signage and exhibition materials.

John Hall, strategy director at Curious, said: 'We worked closely with Trolex to understand and define the brand strategy, talking to key members of their audience. This is a market characterised by strong straightforward product propositions. Trolex's deep understanding of its markets and its creativity in developing sensing solutions needed the support of a fresh brand identity that could propel the company forward and as well as allow the company to promote their individual systems and products. This is a company that is a leader in its field and has been for some time. They now look the part as well.'

Glyn Jones, managing director at Trolex said: 'We appointed Curious because we saw in them the kind of passion about what they do that mirrored our own; they have, as well, a deep understanding of their audiences and a high level of creativity applied to solving problems. They excelled in refreshing the Trolex brand for the 2010's and beyond.'

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