

Excellence in Motion – a new claim for our new brand identity

The new claim stands for our central promise, our mission, our vision and our brand. For us as an international company, it was a natural decision to choose an English language version. The claim has two parts:

Excellence

We work on forward-looking technology for creative and sustainable product solutions made of cardboard, paper and board – Excellence, made in Germany, sums up what we offer. Our customers can rely on advanced technical solutions and the highest production and process reliability. This outstanding quality we owe not least to our inhouse experts.

In Motion

In Motion references not only the action of our machines during the production process, but also the continuous onward development of our product solutions and of the company as a whole. Thanks to our strong corporate community, we successfully combine tradition with innovation – while career development for all employees and for each individual employee is very close to our hearts.

Excellence in Motion sums up not only what KOLBUS stands for today, but also what KOLBUS will stand for in the future.

The quarter circle, closely aligned with our slogan „KOLBUS connects!“, forms the new visual element in our brand identity

Why a quarter circle? The symbol is clearly derived from our new logo. The quarter circles symbolise not only elements of the letter „K“, but also the many different mechanical rollers that literally play a central role in our machines. Circular motion and especially the focus on one detail (1/4) are key elements in our image. They stand for major aspects of our company:

- Global productivity and efficiency
- Continuous and innovative onward development
- Dedication to the highest quality and precision
- Real customer proximity and our international service network



KOLBUS CONNECTS!

The key message of our new corporate identity

Motiv: Concept screen for trade fair displays with a recurring design element – here the geometry of the quarter circle as a connecting element stands for movement and dynamism..



Animation Logo-Claim



A quarter is a part of the whole.

This is true for KOLBUS: our employees, our products, our ideas and innovations and our consistent quality make up a whole. If one quarter were missing the whole would not work – it's the sum of all quarters that creates our vision.

Our goal is to integrate this symbol as a connecting element in the company's brand identity. In doing so, we aim to involve our customers, our partners and, of course, our employees in the company's story. We plan to achieve this not only by using the symbol in a pictorial form, but also by using physical models. Ideas include displaying the quarter circle on our trade show stands, at events or incorporating it in our advertising materials. With this in mind, our trainees have taken the first step and created a 3D model of the quarter circle.