

**MADE IN  
GERMANY**



## Two Become One: A New Logo for Kern-Deudiam

A new packaging for the diamond cutting discs spurred Kern-Deudiam to commission a new logo. But why now? Ten years have passed since the merger of 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.

"Replacing an established logo is always a tricky business," explains Managing Director Marko Waymann. "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."

In recent years, Kern-Deudiam has invested heavily in expanding its international business relationships. And the longer the company waits to changeover, the greater the effort will be during the conversion, as 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.

So when the company's leaders were discussing the packaging of the new diamond cutting discs and the question of the design and the logos came up, says Waymann, "we decided that now is the time to go for it."

The company received more than 180 proposed designs from several countries. A panel of 50 employees selected the winner—a simple, yet recognizable combination of a blue D and a black K, accompanied by the stacked words Kern and Deudiam.

Waymann says the new logo will debut at the International Hardware Fair in spring 2018 in Cologne, starting what will be a multi-year conversion process. "We also want to convey a message that the merger process is finally completed," he adds. "Two companies have become one, two teams are one. Now there is only one 'we', and that is called 'Kern-Deudiam.'"

[www.kern-deudiam.de](http://www.kern-deudiam.de)