



Press release

## THE PET ENGINEERING LEADER CHANGES ITS LOGO

*The company PET Engineering, specialist in PET packaging design and industrialisation, presents a preview of the new logo which will gradually replace its current one over the course of 2016*

San Vendemiano (Treviso), Monday 4th April 2016 – **PET Engineering**, international leader company in the design and industrialisation of packaging in PET - the most widely used plastic for packaging with an ever greater presence in the food, detergents and cosmetics sectors - with its founder and pioneer Moreno Barel's 30 years experience in the sector, **is evolving its image.**



With offices in Italy, Russia and China and clients like **Pepsico, Nestlé Waters, Carlsberg, Heineken, Coca Cola, AbInbev** and **Ferrarelle**, to cite just a few, PET Engineering is launching its new corporate identity development process and will gradually replace its current logo this year. One of the main reasons behind PET Engineering's decision to change its image is a desire for a logo capable of conjuring up the values which the company has always stood for and its unrivalled know-how recognised the world over.

PET Engineering was the first organisation in the world to integrate **design** with **engineering** and **industrialisation** in its methodological approach to the development of innovative and feasible packaging in PET. This important factor and many others - such as an increase in turnover of almost 20% compared to 2014 and the recent awards such as the **Oscar dell'Imballaggio 2015** and the **World Star Award 2016** - prompted a need to place the virtues which make PET Engineering unique of its kind more tangible.

"We decided to invest in **rebranding** because we believe it is time for us to communicate our identity more clearly and effectively, bringing out the distinctive features of our unique DNA: we are not only bottle designers but true PET **packaging innovators**, through a consolidated approach that integrates strategic design, engineering and research" says the CEO **Moreno Barel**.



"For the development of this important project we relied on Univisual, a consulting company in Milan leader in brand strategy and identity systems planning, to help us realize our positioning and formulate a strategy capable, on one hand, of organising the structure of our company's services and, on the other, of translating our people-based design vision into a brand", continues **Elisa Zanellato**, PET Engineering's Marketing Manager.

The **new logo** features a human head wearing a special crown made up of an idealized neuronal network representing a scientific mind with the intention, on one hand, of "chemically synthesize" PET Engineering's talent and creative approach and, on the other, evoking the importance of the individual in reference to both the internal working team and the end users of each packaging designed and engineered. The human profile facing right, also describes an action of thought that looks forward, with projection towards the future, expressing a dynamic vision oriented to technological innovation.

The whole of the new logo's formal composition is high impact emotionally speaking communicating **competence, strategy, specific creativity** and results orientation, requisites which PET Engineering – international reference point in the sector for product excellence, expertise and Italian design - makes available to its clients to enhance brand performances.

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PET Engineering, world leader in PET packaging design and industrialisation numbers Pepsico, Nestlé Waters, Carlsberg, Heineken, Coca Cola, AbInbev, Ferrarelle among its clients. PET Engineering develops solutions for all beverage and packaging requirements integrating made in Italy design and industrialisation projects in a single company and accompanying clients through every development stage from planning preforms to new packaging concepts and from preform and bottle prototyping to laboratory testing all the way through to the production line with blow mould supply, format change service and neck finish conversion.

[www.petengineering.com](http://www.petengineering.com)

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