

## Press Release

August 2015

# Refreshed and Renewed

## Schlegel und Partner's logo appears in a new look reflecting the spirit of the company.

Schlegel und Partner, the market research and consulting company for technology-focused fields, has revised its logo and matched it to the international scope of the business.

On July 31, 2015, the executive partners Dr. Katja Flascha, Silke Brand-Kirsch and Dierk Plümer unveiled the new Schlegel und Partner-Logo.

The biggest innovation is the included tagline “your market insighters®”, which has been used as a claim since 2010. At the beginning of this year, “your market insighters®” was registered as a logotype. It describes Schlegel und Partner's basic strengths: the expertise and understanding of target markets and the ability to predict and evaluate current and future developments. Schlegel und Partner delivers valuable analyses and insights – opening up new horizons and opportunities for a global clientele.

Still, the logotype is rooted in history. “We did not want to lose our ties, neither to our original logo that we used for many years, nor to our “Schlegel-green” color. However, we have grown and developed. It is time to express this through the new look.” (Jasmine Letschnig, Partner/Director Corporate Communications and Culture).

The new logo follows the modern trend to incorporate soft lines and reduced forms, but at the same time references the original color scheme of the former logo.

Schlegel und Partner stands for sustainability, partnership, versatility, enthusiasm and expertise. The new logo conveys exactly these values to clients, partners and employees.

 **SCHLEGEL UND PARTNER**  
Marktforschung Beratung Umsetzung

**schlegelundpartner**  
your market insighters®

Old vs. New: In July 2015, Schlegel und Partner reveals a new look.

**About Schlegel und Partner:**

For over 20 years, Schlegel und Partner GmbH has been delivering valuable analyses and insights – opening up new horizons and opportunities for a global clientele. As business growth consultants, we specialize in business-to-business market research and consultancy. Our core areas of expertise include uncovering international opportunities and exposing risks within existing markets as well as identifying new material, product, or client potential. Schlegel und Partner is the “missing link” between market research and strategic consultancy. Our customers are internationally active companies and organizations as well as hidden champions of the automotive industry, engineering markets, chemical industry – and their suppliers.

If you have any questions, please do not hesitate to contact:  
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