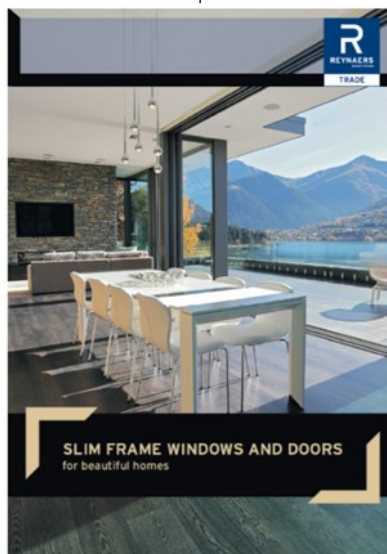


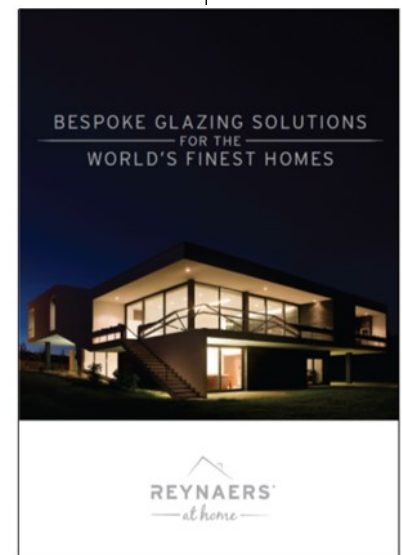
BEST BRANDING AND POSITIONING



PUBLIC AND
PRIVATE
SECTOR
COMMERCIAL



MASS MARKET
RESIDENTIAL



HIGH END
PRIVATE
RESIDENTIAL

The challenge was to have three brands that all share the value of the Reynaers umbrella brand, whilst providing a brand architecture that facilitates communication to three very different target groups.