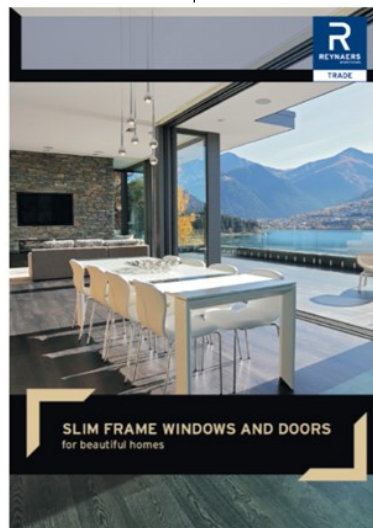


STRATEGIC PLANNING AND MANAGEMENT



PUBLIC AND
PRIVATE
SECTOR
COMMERCIAL



MASS
MARKET



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.