

Maxatec

Branding and Design



Axiohm plc change its name to Maxa Technologies plc

Anderson Baillie were given the brief to create a new name and brand for Axiohm plc, a designer, manufacturer and distributor of quality printing products.

The change of name to Maxa Technologies resulted from an expansion of Axiohm's strategic direction and the need to encompass added services and products.

To complicate the re-brand further, the name Maxa Technologies is promoted through the brand name Maxatec.

The new name allows Maxatec to develop their business in many new areas to build stronger alliances with their Partners.

As part of the re-naming and branding, a workshop and audit was carried out. The audit took an in-depth view of brand representation, the business values and whether the chosen name was legally available globally and provided a suitable URL for web use.

Anderson Baillie also considered how the suggested name would be reflected within company culture, the meanings of names both nationally and internationally together with an evaluation of the competition.

Following the re-brand and the arrival at Maxa Technologies and Maxatec, Anderson Baillie produced brand guidelines, stationery and their new corporate brochure.

New corporate brand, same corporate values

Anderson Baillie's long standing relationship with Axiohm ensures that their design services are utilised to undertake the re-brand for the new corporate brand.

For a full overview of our Branding and Design services visit www.andersonbaillie.com/design

Debbie Ward, Marketing Manager, Maxatec comments:

"Anderson Baillie continue to provide us with professional designed and in-brand marketing solutions. We look forward to working with them to roll out specific product related campaigns to our prospect base in the months to come."

Philippa White, Account Director, Anderson Baillie comments:

"The name Maxatec reflects the client's key values of maximum service and support for both pre and post sales. It shows maximum capability within the technology that they provide as distributors and is easily understood globally suitably placing the company for future development."

Maxatec branding guidelines



Maxatec Advert and brochure



ANDERSONBAILLIE
MARKETING

Walton Lodge, Hill Cliffe Road, Walton, Warrington, Cheshire, WA4 6NU, UK
Tel: +44 (0)1925 217250 Fax: +44 (0)1925 217251 Email: enquiries@andersonbaillie.com

Also at: 19 Northfield End, Henley-on-Thames, Oxfordshire, RG9 2JQ, UK
Tel: +44 (0)1491 636387 Fax: +44 (0)1491 636226 Email: enquiries@andersonbaillie.com

www.andersonbaillie.com