

»» BRAND RELAUNCH AT NEXXIOT: THE X MAKES ALL THE DIFFERENCE

Hamburg/Zurich, 29 May 2019 - The leading enabler of the digitized supply chain, Nexxiot, has a new brand from today. The adjustment of the brand strategy is taking place as part of a strategic reorganization of the company. In addition to a new logo, claim and corporate design, the Swiss company has also overhauled its website and top-level domain. An intensive process of strategic positioning and brand definition preceded the relaunch. The start-up previously operated under the name Nexiot. Despite these developments, the company's core business, i.e. providing IoT-based solutions along global supply chains, has not changed.

The new brand reinforces the strategic focus of Nexxiot, provides clarity for communications and supports the process of internationalization. "It's our goal to establish an unmistakable brand for our customers and potential clients by associating it with unique attributes and benefits that are relevant to our target groups," says Uwe Bormann, who has been responsible for the brand relaunch at Nexxiot in his position as Vice President Marketing.

Nexxiot bases its new brand on three core elements in order to position itself as the market leader for optimizing supply chains with IoT support. These elements have emerged from the newly developed positioning which was the prerequisite for the brand concept and design. "Positioning is the basis of any marketing strategy. It forms the foundation for branding and for the complete marketing and PR communications in future. Above all, it ensures that we can clearly and explicitly formulate our messages so that everybody knows what Nexxiot stands for. This is crucially important in a newly emerging and rapidly growing market segment so that the target group views the company as a relevant player. We're guaranteeing this through our new positioning and brand," says Bormann, with conviction.

The company is creating transparency through its business model (*Leadership through Transparency*). Algorithms analyze huge amounts of data, develop findings from the data and they are converted into sensible recommendations for action. Nexxiot also focuses on cooperation with its platform, which is designed as an open eco-system (*Leadership through Collaboration*), and it integrates all kinds of players. The Swiss start-up is also a long-term, strategically independent partner (*Leadership through Partnership*). It develops both hardware and software solutions to exactly meet requirements in close cooperation with its customers.

New brand presence

“The logo and corporate design now have a much more dynamic and distinctive pattern and symbolize the constant flow of goods, which Nexxiot makes transparent and optimizes through its digital solutions. The claim (‘The source of flow’) is a confident statement and refers to the essence of its business model. It also underlines our market leadership in this field,” Bormann continues. The company’s Swiss origin is reflected in the new design too, even if in a slightly cryptic form. The letter x in the company’s logo is a reference to the cross in the Swiss national flag. The brand is also inspired by classic Swiss attributes like quality, trust and functionality. The brand agency, BSUR, which is based in Amsterdam, provided support for designing the brand identity. It has already developed brand campaigns for MINI and the audio pioneer Plantronics in the past.

The new name and the brand image will be presented to customers, partners and journalists for the first time at the world’s leading trade fair for transport and logistics, the ‘transport logistic’, which is being held in Munich on 4 - 7 June.

About Nexxiot:

Nexxiot AG, headquartered in Zurich, Switzerland, is a pioneer and industry leader in the development and delivery of digital supply chain management solutions. It is a spin-off of ETH Zurich, one of the world's leading technical universities. Founded in 2015, the company can rely on more than ten years of research in the areas of complex systems, big data algorithms and ultra-low power embedded technology. Three successful investment rounds enable the company to pursue ambitious global expansion plans. In addition to its headquarter in Switzerland, the company has offices in Germany and the USA.

For more information, visit www.nexxiot.com

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