

New and better than ever

THE RENAMING OF “RONDO DOGE” TO RONDO IS THE RESULT OF A COMPREHENSIVE STRATEGY AND BRANDING PROCESS BY THE SWISS-ITALIAN MANUFACTURER OF BAKERY MACHINES AND SYSTEMS



+ Building on their international understanding of brands, RONDO is presenting its new identity, with dough sheets playing the leading role. The new brand manifests itself not only in the identity of the company, but also in the new names of the individual companies worldwide. The Rondo Doge Group now becomes the RONDO Group. From now on, all companies in the RONDO Group will have RONDO as their company name. The headquarters of the RONDO Group, which until now has used the traditional name of Seewer AG, has now been renamed Rondo Burgdorf AG.

As early as 2007, RONDO began an intensive process to redefine its strategy and brand. “The special challenge was to develop a new international positioning which fitted in with the segments sheeting and shaping of dough. It should provide for a clear differentiation from our competitors and it should reflect our internationalization,” explains Robert Rohrer, CEO of the RONDO Group. “With the new brand, we have managed to create an unmistakable international identity that perfectly embodies our values,” says Rohrer proudly.

RONDO is the fusion of ROnDo aNd DOge to create a new and strong brand. RONDO stands for our Italian culture, the Italianità, and our Swiss culture, the Swissness, and successfully combines Swiss precision with Ital-

ian creativity. “Improving the dough process together with the customer, enhancing the benefits – that is our great passion,” explains Claude Jutzeler, Manager of RONDO Schio. “RONDO therefore stands for maximum performance in sheeting and shaping dough, from artisan bakeries all the way through to industrial production.”

From a visual perspective, the new brand communication focuses on what is essential, namely a dough sheet shaped in a manner that has never been seen before. “We have concentrated fully on our solution skills; sheeting and shaping dough. A wide variety of pastries is made from dough sheets, and so we are introducing creativity and passion to the bakery,” says Jörg Sonnabend, Manager of Marketing Services, in explaining the emotional component of the brand communication.

The new slogan ‘Dough-how & more’ is derived directly from the strategic alignment of RONDO. Dough-how is a word created from the words dough and know-how. The expression stands for all the expertise and decades of experience in sheeting and shaping dough and perfectly symbolizes the unique combination of knowledge and experience in dough and technology that characterises RONDO.

With “& more”, RONDO takes a deliberate and targeted approach to the challenge of doing “more” for its customers. Examples include providing

more benefits through more services and customer care, creating more safety through more reliability and using a proactive approach to ensure greater efficiency. With this claim, RONDO is deliberately facing up to the high demands and expectations of its customers. In October, the new brand communication will be presented and celebrated at the IBA exhibition. “Our brand is to be carried by the values that are lived in the company. We can hardly wait to see how our customers will react,” says Rohrer. **+++**

The companies of the RONDO Group

RONDO
Dough-how & more.

RONDO Burgdorf AG
Burgdorf, Switzerland

RONDO Schio s.r.l.
Schio, Italy

RONDO GmbH & Co.KG
Burbach, Germany

RONDO S.à.r.l.
Wasselonne, France

RONDO Ltd.
Chessington, United Kingdom

RONDO Inc.
Moonachie, USA

RONDO Inc.
Downsview, Canada

OOO RONDO
Moscow, Russia

RONDO South-East Asia
Kuala Lumpur, Malaysia

RONDO China
Guangdong, China

RONDO Iberia
Malaga, Spain **+++**

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**World's Longest Release Life & the
World's Best Release Characteristics**

GUARANTEED



**DuraShield Europe offers the most effective
pan coating removal and recoating process in existence today.**

- Proprietary coating removal process does not degrade the strength or integrity of pan
- Exclusive nanotechnology provides unparalleled corrosion protection

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sometimes twice the releases, than all other competitors worldwide.**

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- PFOA Free Fluoropolymer
- Excellent dough flow and bake characteristics

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