

How water, air, sun and sky became a trademark

SAUTER on the way to becoming a brand personality



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SAUTER
Creating Sustainable Environments.

Sweeping curves that naturally reflect water, air and sun are combined with the traditional wordmark: the SAUTER trademark simultaneously conveys trust and radical change.

When does a company name become a brand? If nothing more than a change of image is involved, the answer is clear: never! The key factors here are always identity and genuineness, as well as a promise of performance that has to be kept at every level of the company. SAUTER has set itself the goal of following this path which will lead to a successful brand.

When a brand starts to speak.

People know that SAUTER has had a successful presence on the market for almost 100 years. As they work with us on a daily basis, customers and business partners learn that this is based on solution expertise and excellence in energy efficiency. Word is getting around that SAUTER has pledged to integrate renewable energies. But does the SAUTER brand speak the same language? At first glance, with clear messages? Again, the answer is clear: yes, from now on! Our strategic corporate orientation and our clear vision also herald the start of a highly promising future for SAUTER.

When do living environments have a future? Or, rather, where?

Once a company has achieved success, it should establish a brand that declares values. SAUTER is in an excellent position to do just this: as a specialist, our range of service stands out from the rest, based on an idea that inspires our customers and employees alike. The company is one of substance, and the company logo has a long tradition. If building management solutions not only include innovative technology to increase comfort and well-being but also cut energy consumption dramatically, the outcome is good for all living environments – those of people, of buildings and of nature, which must be protected for future generations. This promise of performance is embodied in a message that should be spoken in the same breath as SAUTER's brand name in future: "Creating Sustainable Environments". This is a commitment given by a specialist, and above all it should highlight our lead in energy efficiency over those who offer total solutions.

Faces and clothes – in blue and yellow.

Our entire brand presence has been geared to this message – starting with the logo which visualises tradition and trust in the wordmark, combined with the natural colours of water, air and sun. The basic elements of our (redefined) corporate design combine strong brand signals for rapid recognition and stringent communication. You will encounter them time and again: the SAUTER sky, the SAUTER curve and the inimitable SAUTER tone that expresses life and sustainability. The brand visibly comes alive, and it takes on a real personality with true character. Starting on 6th April – when the light + building exhibition opens in Frankfurt – SAUTER will launch its new look, after almost a year of brand development work. But what is one year in the development of genuine brand communication?

More than just a promise.

Continuous updating of the brand will be the watchword for the years to come, so that people notice it and so that customers and partners associate the right promises of performance with SAUTER. Each day, our employees will renew their efforts to ensure that these promises are kept. This is the only way for a company name to become a genuine brand with which people associate values, a brand that makes them experience emotions and identification. If SAUTER itself becomes a living environment as a result, the "brand" project will have succeeded. We are prepared for that moment.

