



Gulf Extrusions unveils new, dynamic logo at special suhour event

Revamped image projects fresh 'forward & upwards' focus

DUBAI, UAE, August 4, 2013 /EINPresswire.com/ --]UAE, August 4, 2013[- Gulf Extrusions, a leading global manufacturer of extruded aluminum products, has unveiled its new corporate logo depicting its renewed and highly focused motivation to move 'forward and upwards' during a special suhour dinner held recently at The Music Hall at the Jumeirah Zabeel Saray Hotel in The Palm, Dubai.

The new logo retains the green color of the old logo, signifying Gulf Extrusions' full support for environmental causes in the Middle East. However, the four arrows extending in multiple directions have been replaced by two arrows pointing upward and forward, reflecting the new corporate thrust. The sleek curves of the arrows also signify the company's dynamism. Overall, the logo represents the company's desire to combine tradition with modernity as it reaches for greater heights.

The launching of the logo forms part of an extensive and holistic rebranding campaign – ranging from brand auditing to corporate identity – being undertaken to reenergize the corporate spirit. Particular attention is being given to properly and strongly projecting Gulf Extrusions' Value Statements with regards to the Human Aspect, the Environment, Ethics/Credibility, and Technology/Equipment.

The new branding is aligned also to the reshaping of Gulf Extrusions vision, mission and business model, highlighting also the important role of the Corporate Social Responsibility.

Gulf Extrusions new vision is "To globally become the premier aluminium extrusion company". The company wants to meet its vision through the new mission "To constantly and persistently exceed the expectations of our business partners in all aspects including quality and delivery through sustained business excellence and industry innovation."

"Gulf Extrusions has a long tradition of excellence, and excellence means constant improvement, which is why we have decided to infuse a new look and feel to our brand and identity. Over the past few years we have achieved sustained growth and through our wide range of products we have managed to be proactive and flexible in meeting market needs. Through our rebranding initiative we aim to clearly impart these messages, especially to our valued customers and partners, and show how we intend to remain an industry leader," said Majid Al Ghurair.

Aside from being a launch platform, the suhour dinner served as an ideal venue for Gulf Extrusion to share in the Ramadan spirit, express corporate camaraderie, and interact with key customers and media representatives. The event was hosted by Majid Saif Al Ghurair, Managing Director of Gulf Extrusions.

Nassim Talhouk
Orient Planet PR & Marketing Communications
0097144562888
email us here

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