

Adding value: the new face of LATTUADA

After taking the courage to analyse itself, LATTUADA recently launched its new image - having experienced some sense of disparity between what the company was achieving daily and how it was represented from the outside.



The recent rebranding of Lattuada all started from a need, felt loud and clear, to bring out the evolution -even at the level of communication- that had already been taking place within the company over years - externalising a desire for innovation that had been pursued daily. The objective was therefore unambiguous: to achieve such communication as fully reflected what Lattuada is today - after almost 45 years in business.

THE PATHWAY TO IDENTITY

But how to achieve this? Through a rebranding process. Such is the technically correct name for what was undertaken. A pathway that didn't only

concern pure aesthetics but brought out also the most intimate aspects of the company - redefining its deepest contents whilst sufficiently conveying each detail of communication to yield some true expression of itself. Reliability, experience, professionalism, passion, concreteness, customised answers, continuous research and development - all values and wills by which the company felt represented and which it sought to strongly emphasise in its new image - such that everyone could grasp its essence at first glance.

LOGO

The first step of rebranding concerned the company's logo, from which

-following some analysis- the term 'Adelio' was eliminated and 'Lattuada' exclusively maintained. It was not a decision taken to cut bridges with the past but, au contraire, upon the strength of experience gained over years, to offer even more essentiality and immediacy. One word alone, unequivocal, impossible to confuse: Lattuada. Not only. In 'Lattuada' there is the exact expression of its very essence as a Family Company. Indeed the term is the union between the family and ownership of the company - a factual reality that will remain unchanged as a guarantee of security and stability for customers.

Having defined this aspect, a true restyling of the logo was then performed: a new font and pictogram - respectful of the past but also promoting renewal. The institutional colour remained the same, only flanked by an anthracite grey and with a high visual impact - a chromatic combination of strong contrasts that doesn't leave one indifferent and immediately catches the eye.

CORE VALUES

A wide range of values emerged from the brand study - a result of the personal relationship with customers and constant attention paid to them. Values that came thus together in the pay-off - entrusted here with the task of conveying, in two words, what the company is, what it does and what it will always continue to do. 'Adding Value'. Indeed the company seeks to add value. Its machines, its automation solutions, its innovations - all these add value to the workings of glassmakers throughout the world. Such value then turns into whatever the customer may want. Here the company adds customisation, experience, innovation, performance, timely service, proximity and results. It seeks to convey the sense that whoever may choose a Lattuada should know they're 'adding some-





thing' to their reality. Something positive and unique. The objective, through the pay-off, is to make it clear that Lattuada always offers a solution - for this it seeks to be an added value.

COMMUNICATION

Once the logo, pay-off and colours had been defined, everything was directed to each aspect of online and offline communication: a new coordinated image (business cards, notepads, email signatures, etc.), new ADV campaigns within trade magazines, a review of the catalogues that followed the redefinition of the identified offer (simplified into four clear and identifiable lines: glass solutions, stone solutions,

special solutions and automation solutions) and a new website, equipped with an advanced search function to render it easier and more intuitive to find the most suitable machine for one's needs. All this was presented at Glasstec 2022, the recently-concluded trade fair in Düsseldorf, during which the world was first shown the company's new image via a set-up which expressed the values that emerged whilst achieving the identified communication goals.

CUSTOMER RECOGNITION

One strong desire the company had from the outset was to give both to the customer and to the glass industry a message

of corporate dynamism and continuous quality upgrade - exactly what it daily pursued and also had to emerge through communication. The company wanted its objective to be clear: to be recognised as excellence. Indeed the new image sought to do just that: to transmit its soul whilst conveying desire, aspiration, ambition. Exactly what Lattuada is and what it wishes to continue to be in the coming years: confirming and strengthening its leadership in the grinding and glass processing sector, i.e. expanding its range of robotic and automation solutions, strengthening its brand at international level, offering solutions that add value to glass-makers the world over. The message here is to in-

vite customers to consider how choosing Lattuada today can mean making a conscious, strong and reliable choice of a company that offers concrete answers to everyday needs whilst never abandoning its customers. It is to invite customers to consider that choosing Lattuada today means relying on a company that's aware of both its potential and its values while being innovative and avant-garde. Always the same company, only with a new face: Lattuada, Adding Value!

ADELIO LATTUADA S.r.l.

LATTUADA
+ADDING VALUE

Via Abbondanza, 11/13
22070 Carbonate - CO
Tel.: +39-0331-832713
Fax.: +39-0331-833886
E-mail: info@adeliolattuada.com
www.adeliolattuada.com