

# Zetwerk unveils new brand identity, to launch a 360 degree brand campaign

- Zetwerk’s new logo represents the solidity of its business and the interlocking rings represent the spirit of partnership embedded in its DNA, as well as the infinite potential of its global manufacturing network
- The new tagline “Maximise Manufacturing” captures Zetwerk’s relentless focus on quality, visibility, reliability and transparency
- Company roped in Motherland Experience Design to craft its brand identity, new logo and the brand architecture

**Bengaluru, 28 July:** Capital and consumer goods maker Zetwerk Manufacturing Businesses Pvt Ltd today unveiled a new brand identity and logo highlighting the immense possibilities that the brand possesses in manufacturing.

The new brand identity marks another chapter in the organization’s evolution into a global manufacturing network. The idea behind rebranding stems from the need to demystify Zetwerk’s vast and diverse business landscape to provide end-to-end transparency and predictability around quality, visibility, reliability, and under-utilized capacities in three broad categories: capital goods, consumer goods, and precision manufacturing.

Zetwerk, with its global manufacturing network and proprietary tools and technologies, helps minimize all such uncertainties, thus forming the genesis of the company’s new tagline – “Maximise Manufacturing”.

The company has also fine-tuned its visual identity to reflect its new personality: bold, solid and strong. In addition, it has introduced a new typeface and simplified the rings, which represent the infinite possibilities at Zetwerk. A new color palette that complemented Zetwerk’s single-minded approach to maximize manufacturing was also brought into the mix.

**Amrit Acharya, Chief Executive Officer, Zetwerk Manufacturing Businesses,** said, “As we go through an exciting growth phase in our company, we remain committed to our core values and fundamental principles that have guided us in the past. Transparency, predictability, visibility, reliability, and quality continue to be the

hallmark at Zetwerk, and they get reflected in the new brand identity. The new Zetwerk logo is our guiding star, a powerful symbol of manufacturing excellence. It is a symbol that heralds the future and embodies the spirit of a forward-looking organization. The interlocking rings represent the spirit of partnership embedded in our DNA, as well as the infinite potential of our global manufacturing network.”

The new brand identity will steadily flow across all touchpoints, including its employees, workspace, partner facilities, and customers. The company has been rolling out its unique positioning and identity across all touchpoints, including a series of brand and case study videos. As part of the process, Zetwerk has also [launched a new brand video](#). Going a step further, the company will roll out a comprehensive brand campaign, including content marketing, advocacy campaigns, events, and outdoor advertising.

*Link to the brand video - <https://www.youtube.com/watch?v=JEGDuu5Y2Ic>*

**About Zetwerk:**

Zetwerk is a global manufacturing network that helps take digital designs into physical manifestations, from simple items like pipes to complex products like aircraft engine parts. With a virtually unlimited range of production capacities and capabilities, Zetwerk makes anything possible: any specification, scale, category or geography. Zetwerk ensures the right match for specifications at competitive costs and lead times. It offers quality monitoring through indigenously developed technology that provides end-to-end transparency from purchase orders to delivery, eliminating uncertainties around quality, visibility, reliability, and under-utilized capacities. Since May 2018, Zetwerk has forged deep strategic partnerships across three key manufacturing categories: Precision Parts, Capital Goods and Consumer Goods. These cover a broad spectrum of manufacturing from bridges and oil rigs, electric vehicles, custom-made aerospace components, defence equipment, televisions, luxury apparel, etc. It works with more than 2000 suppliers and has made on-time execution and delivery of more than 1000 projects in over 15 countries.

For queries, please reach out to: [corporate.communications@zetwerk.com](mailto:corporate.communications@zetwerk.com)