

KEILHAUER

KEILHAUER ANNOUNCES CORPORATE REBRANDING INITIATIVE

The industry leader in contract furniture manufacturing unveils new logo, colors, tagline and more, just in time for NeoCon

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June 8, 2022 (Toronto) – The ways we live and work are constantly changing, and brands are living, breathing entities. As a company, the Keilhauer brand needed to progress to reflect our ever-changing world and to coincide with the evolution of design. Keilhauer’s rebranding effort is launching just before NeoCon in Chicago, June 13-15, where Keilhauer will be launching three new product lines along with their refreshed look.

The revamp of the logo, company colors and tagline has been a passion project years in the making, led by Keilhauer’s Chief Marketing Officer Meghan Sherwin, and the company’s marketing department.

“The new branding is contemporary, connoting luxury and confidence, while still remaining approachable,” says Meghan Sherwin. “With this rebranding, we wanted to make sure we still held on to that cleverness and sophistication that we are known for – this branding manages to represent all of the above.”

This rebranding comes with a new company tagline: *Design That Sustains*. This meaningful tagline not only represents Keilhauer’s timeless designs, but also their lifelong commitment to manufacturing sustainably-minded products and other eco-friendly initiatives.

To ensure they were tapped into the architecture and design community’s perception of their brand, Keilhauer worked closely on this project with ThinkLab, the only market research firm solely focused on the design industry. To inform the direction of Keilhauer’s rebrand, ThinkLab conducted numerous focus groups with their unique database of architect and design professionals across the United States, providing Keilhauer with qualitative information and insight that guided the company’s rebranding strategies.

Keilhauer’s rebranding project was also executed in partnership with Cossette, a global creative marketing and communications agency headquartered in Québec City, Québec.

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ABOUT KEILHAUER

Founded in 1981, Keilhauer is a privately owned, design-focused contract furniture manufacturer. Keilhauer manufactures seating and tables that makes work more comfortable for all. Keilhauer products are thoughtfully made to support communication and engagement in spaces such as meeting rooms, collaboration areas, lobbies and lunchrooms. Working with world-renowned furniture designers, Keilhauer is internationally recognized for award-winning design, built with extreme craftsmanship, to the highest environmental standards. The company is headquartered in Toronto, Ontario. For more information, please visit keilhauer.com.

ABOUT THINKLAB

ThinkLab is the intelligence division of SANDOW. Their global reach expands to millions of A&D professionals who directly and indirectly affect the specification of \$263B in various product categories annually, including furniture, lighting, kitchen and bath fixtures, and paint. That means ThinkLab has access to thousands of specifiers who offer hundreds of insights that translate into one big dose of perspective. For more information, please visit thinklab.design.

ABOUT COSSETTE

Cossette is a fully integrated marketing communications agency that holds a dominant position in Canada and can call on a network of specialized agencies operating around the world. Cossette is a community of talents, a unique gathering of expertise and creativity that builds strong brands for its clients and maintains a dialogue with consumers. Cossette has offices in Quebec City, Montreal, Toronto, Vancouver, and Halifax. For more information, please visit cossette.com.

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