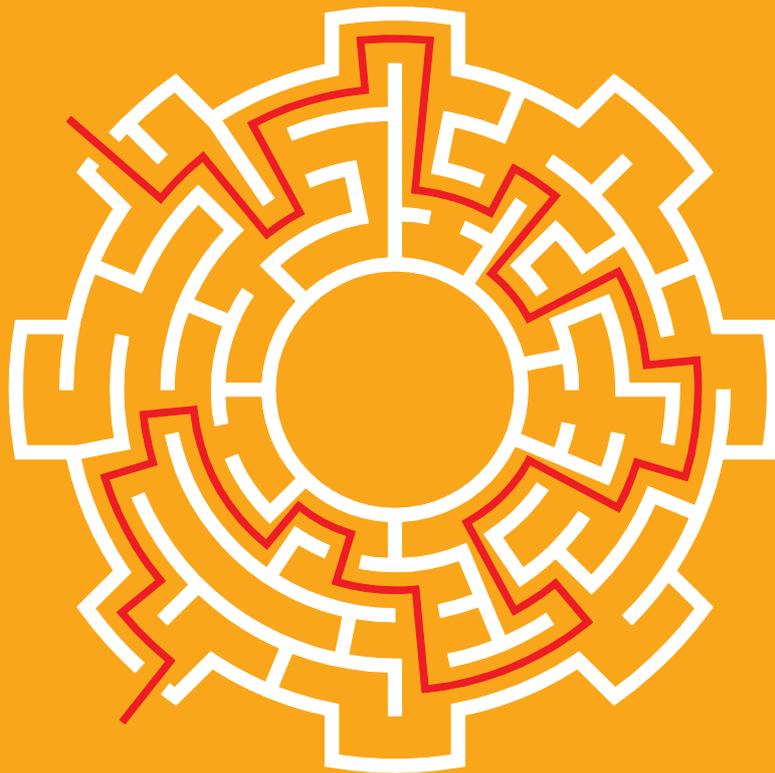


Build your brand? *Know how.*

With funding from Austria, we helped Depaco, a producer of roofing systems from Romania, to strengthen the image of their product portfolio and build a strong brand for their newest and most innovative product.



Roofing systems producer, Romania

We helped Depaco (www.wetterbest.ro), a roofing systems producer from Romania, strengthen each product brand in their portfolio and build a new brand for their latest roof innovation – the best-in-class Wetterbest Gladiator, increasing their client base by 43%.

Established in 1999, Depaco has grown steadily to become one of the key players in the Romanian roofing market thanks to their Wetterbest product portfolio. With €19 million in turnover, 30 modern production lines and 5 production halls already in operation, Depaco went one step further in 2014 and invested €1.2 million in new equipment, including a production line that is unique in Romania and South-East Europe. The company used this innovation to develop a best-in-class roofing system that was to become the star of their portfolio.

In order to ensure a successful launch for their new product, Depaco decided to build a new brand using external marketing advice. Moreover, as they were facing difficulties in handling their existing brand portfolio, they needed to develop identity books for their main brands, and to properly define and differentiate the Wetterbest identity.



By creating a strong brand for Wetterbest Gladiator and consolidating its individual product brands Depaco has achieved national recognition

We connected Depaco to Zet Communications & Media, a local marketing consultant specialising in branding. The consultant:

- Analysed the company's overall brand positioning and individual product brands
- Developed complete identity books for three main groups of products
- Created a brand for their new product – the Wetterbest Gladiator – in line with the company's brand identity
- Developed a full set of branding tools for Gladiator, including identity book and communication routes.

One year after completing the project, the company's marketing activities are better structured and focused on a strong brand direction. Wetterbest has achieved national recognition and customer loyalty has increased. The new identity books have optimised promotion and communications, helping the company stand out among its competitors. As for Wetterbest Gladiator, the product was formally launched in September 2015 and Depaco plans to deliver 200,000 m² of Gladiator roofing over the next year.

“By launching this new product we became the only Romanian producer to bring four distinct roofing systems to the market”, said Dragos Irimescu, General Manager. “We would like to thank the EBRD for their involvement and for supporting us in this marketing initiative.”

We started a second project with the company in 2015, using the expertise of an international adviser to optimise operations and help the company launch exporting activities.

www.ebrd.com/knowhow

Turnover
+10%

Customers
+43%

Geographical expansion of sales

+110%

Total project value

€24,800

Client contribution

€14,800

