

Kobra Formen GmbH, 08485 Lengsfeld/Sachsen, Germany

New brand and product strategy for mould construction

The performance of a good mould producer is based on his technical and technological know-how of his trade, his unconditional market orientation, and his enthusiasm for visions.

Willingness to learn and commitment by each individual member of staff are high priorities at Kobra, with the aim of future-proof and successful positioning in the market.

On 10 March 2006, the company presented its new product and brand structure to the public at an event attended by 250 invited international guests, among them loyal customers and representatives from politics and society. The strategic orientation of the company forms the basis for the new product and brand structure. The motto is "Vision to Reality", which illustrates this strategy in the form of a slogan.

The emphasis was on unbundling of the procedures, technologies and equipment of "Kobra Elements". This represents the core business of the company and has been made much more transparent. The new structure benefits customers, who now have a better overview of the range of services offered by the mould producer, and Kobra itself.

Since Kobra is involved in international markets, formal adaptations were also required in addition to the creation of a functional structure. This is mainly reflected in new formulation of English divisional and product brands and in standard label

designs based on a Corporate Layout. The intention is not to try and hide the fact that this mould producer is a German SME, but to enable this notion to be conveyed at an international level. After all, 70% of turnover is currently generated abroad. Kobra is an open-minded company that is well aware of its roots and identity.

In future Kobra will have four central divisions that are integrated into the company as new division brands. The "Kobra Element" brand combines all core products under one roof, including mould construction procedures, technologies and equipment. The "Kobra Design" and "Kobra Create" divisions are engaged in creative stone design ranging from the provision of basic stone ranges to totally new stone formats based on customer requirements. "Kobra Impulse" is the new service, communication and development platform of the company. In future, customers will be able to order products and services specifically and directly from the respective divisions.

The familiar mould is now available as a product from "Kobra Elements [Power]", for example. Customer can commission "Kobra Design [My Stone]" to produce stone prototypes or "Kobra Create [Label]" to design personal logos in stone for commercial or private use. Product and design training and company qualification offers are available in the form of updates from the "Kobra Impulse [Campus]" ideas communication platform.

When selecting a product, customers can decide about the production process and design characteristics. A "Power >Dynamic<" insert, for example, is produced according to the "Form >Optimill carbo<" procedure (previously Optimill-milled, Polytec-hardened), and the associated imposed load contains the "Feature >Single-bolt<" (component stamp). At the same time, Kobra is able to unambiguously classify its products internally, in order to increase the efficiency of in-house processes.



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Further information:



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