



Branding and Design



Axiohm contact Anderson Baillie for a new point of sale

Axiohm plc is now one of the world's most experienced suppliers of commercial and specialty printing products.

Axiohm plc has gained its reputation by giving businesses what they require - portable and desktop hardware to print bar codes, receipts, tickets and tags using thermal, thermal transfer, impact and now the latest in two-colour printing technologies.

Anderson Baillie were asked to produce a creative plan and rationale around the existing Axiohm Plc brand that would communicate a world leader in printing and point of sale technology.

New designs were created around the brand to take into consideration the product and its capabilities. The design was created in such a way that it communicates the abilities of the product through imagery and colour adaptation.

This was a huge success and has now been taken through into the European website and all of the US sales and marketing support collateral.

Since the peripheral brand has been developed Anderson Baillie have also developed specific campaigns focussing around the new ColorPOS product and Code Ranger product targeting retail and manufacturing markets.

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Anderson Baillie guided Axiohm through their brand development workshop to arrive at a creative solution that positioned them at the forefront of their industry.

For a full overview of our Branding and Design services visit www.andersonbaillie.com/design

"We really struggled to find anybody that had the ability to answer our brief and internal requirements. Anderson Baillie understood where we wanted to move towards straight away and the design was exactly Axiohm. We were so impressed with their design work that we decided to implement throughout Europe and the US as it communicated so strongly our brand and its values."

*Debbie Ward, Marketing Manager,
Axiohm Plc*

"Axiohm have a great product within an interesting market and we felt that their collateral wasn't reflecting their innovation and ability within the market place. We came up with an idea that was quite different to what they were currently using, but we felt that it encompassed their position within the market place. It has already caused quite a stir within their industry."

*Philippa White, Account Director,
Anderson Baillie Marketing*

Axiohm pull-out mailer



Axiohm code ranger mailer



Axiohm product guide brochure



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MARKETING

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