

WITH A NEW CORPORATE DESIGN INTO THE FUTURE: CRÉATION BAUMANN PRESENTS BRAND RELAUNCH

With a brand relaunch, Swiss textile specialist Création Baumann continues its pioneering role. Since 1886, the brand has been developing and producing high-quality textile solutions in its own factory in Langenthal. In the process, the family-run company, now in its fourth generation, has constantly evolved in terms of aesthetics, technology, quality and sustainability. For managing director Philippe Baumann, it was now time to ensure that the ongoing development of the portfolio was also reflected in the brand's appearance by means of a careful and contemporary adaptation of the corporate identity. The relaunch is also intended to further establish the brand among a progressive target group of architects and planners.

Since the beginning of the company's history, the Swiss textile specialist Création Baumann has been developing innovative textile solutions for interior design. Certain values have been central to the brand right from the start. The functionality of the textile solutions, but also the company's own production in Langenthal, make up the technological competence of Création Baumann. The focus is on highly functional acoustic solutions that are also characterized by their special design and versatility. The durability of the textiles, the traceability of processes through design, technology, development and production under one roof, as well as the promotion of recycling processes, enable Création Baumann to act sustainably.



And the high quality of the products and the passion for design and aesthetics are also at the heart of the brand personality.

In order to better reflect these values and because the portfolio has constantly evolved, a contemporary adaptation of the corporate identity to the innovative brand personality of Création Baumann is now being implemented. This includes the logo, the visual language as well as the website and other communication channels.

The result is a modern and self-confident branding that retains and develops the character of the brand: simple and easy to grasp, optimized for all end devices - and at the same time straightforward, timeless and strong. It conveys the corporate values, gets to the heart of them and ensures a high level of recognition.

«The brand relaunch is an investment in our brand core. There will be visible changes and it is an important chapter in our company history. Rebranding is always a big step, and it is above all an expression of our strong belief in the future.»

Philippe Baumann



PRESS CONTACT DACH

Brand. Kiosk
Susanne Günther Neves / Johanna Bieber
creation-baumann@brand-kiosk.com
+49 (0)69 2691 5397

ABOUT CRÉATION BAUMANN

The forward-looking Swiss family business Création Baumann designs, produces and sells innovative textile solutions for interior design. These are used as creative and functional long-lasting elements of interior design and meet the requirements of functionality and design as well as the protection of people and the environment. The brand's portfolio includes acoustic solutions, furnishing textiles such as curtain and upholstery fabrics, functional textiles and systems for interior shading.

A global leader in acoustic solutions for interior design, the brand has been driven by a pioneering spirit for more than 130 years, which continues to provide textile innovations. Challenges in architecture and interior design, a deep passion for design and interior decoration as well as a high level of technological competence are central to the development of innovative textile solutions by Création Baumann. The textile collections are characterized by timeless, clear design on the one hand and strong character and decorative designs on the other. In order to do justice to the protection of people and the environment, sustainability is a central component of the Création Baumann brand. With a significant share of production processes in Langenthal, the promotion of recycling processes at all stages and the uncompromising quality standard for the longevity of the high-quality textiles, Création Baumann reduces the environmental impact of the production of its textiles to a minimum.

www.creationbaumann.com

SELECTION OF THE PICTURE MATERIALS

CRÉATION
BAUMANN

To receive high-resolution images, please contact Brand. Kiosk via: creation-baumann@brand-kiosk.com



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CREATIONBAUMANNWEBEREI.JPG



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CREATIONBAUMANN_FAERBEREI.JPG

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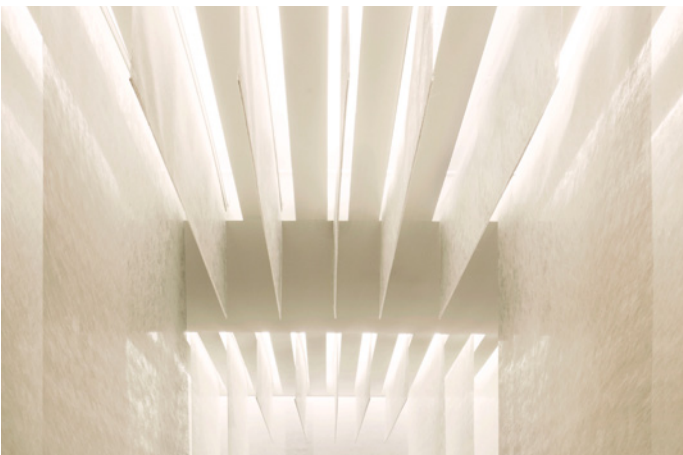
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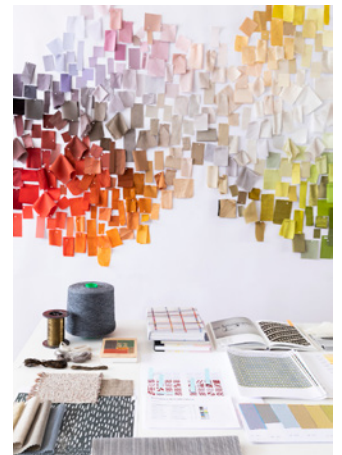
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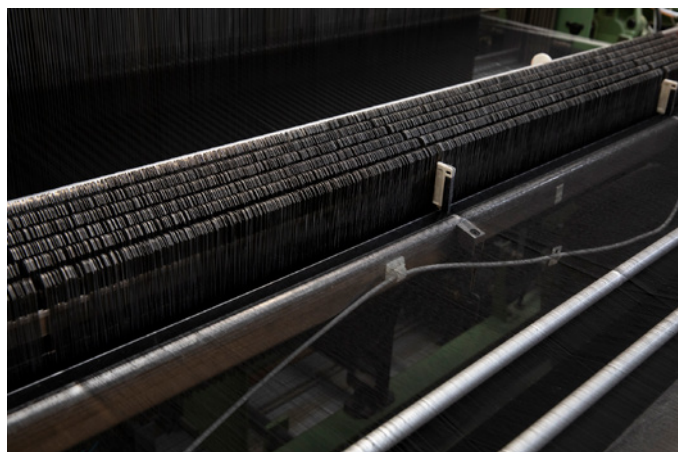
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WITH PHILIPPE BAUMANN, MANAGING DIRECTOR OF CRÉATION BAUMANN

The Swiss family business Création Baumann was founded in 1886. What characterizes the family business to this day?

«To this day, our fascination for the development of innovative textiles and the production in our own factory in Langenthal is central to Création Baumann, with the aim of increasing the well-being of people in public and private spaces. This is what we work on every day.»

At the start of 2023, you are relaunching the brand Why? What is the reason for a rebranding?

«We simply haven't revised our CI for a long time and you can tell that the design is no longer up-to-date and appropriate for the target group. With the relaunch, we also want to position ourselves better with a more progressive target group and with architects and planners. Another aspect we wanted to clarify is our brand structure after the acquisition of acousticpearls. And every now and then a brand needs a revitalization boost.»



In 2021, you integrated acousticpearls GmbH into Création Baumann, and the brand is becoming the market leader in acoustic fabrics. Was it time for the brand identity to be adapted in order to make the brand modernization visible to the outside world?

«Over the past 15 years, Création Baumann has become increasingly successful in the field of acoustics and has recently expanded its product range to include sound reduction in addition to sound absorption. The acousticpearls brand has exactly the same competence with acoustic panels, but we have decided that we do not want to continue with two brands. We believe that it is basically about solving an acoustic problem in a room. Sometimes a panel is the solution and sometimes it's textiles. For architects, it is central to solve the problem functionally and aesthetically in the best possible way, which is why we offer acoustic solutions under one brand. The modernized brand image is intended to reflect this competence.»

What does the rebranding mean for Création Baumann, will there be visible changes?

«Yes, there will definitely be visible changes, and it is an important chapter in our company history. Rebranding is always a big step, and it is above all an expression of our strong belief in the future.»

How does the new logo compare to the old one?

«The new logo is a further development of the old logo, it retains its character, is more modern and, thanks to the capitals, more self-confident and stronger. Above all, it is much better suited for digital representation and social media. I'm proud of the brand and I'm really looking forward to the launch.»

Is the modernization also visible on the website?

«Yes, the modernization and repositioning will also be visible on the website as our main communication tool. It is important for architects and planners to see our relevant services in a structured way and it needs an efficient search engine and download options. We will also improve our appearance on social media.»

Are new topics for the brand coming into focus?

«No, I would say that our existing thematic fields are clearly sharpened by emphasising and focusing our central concerns – the aesthetic, the technological, the ecological competence, just like our premium attitude.»

How do you see Création Baumann in 10 years?

«I see Création Baumann on its way to becoming the leading premium brand among architects and planners in our main markets DACH, USA, Japan and Europe. And it is important to us that we continue to produce in Switzerland and consistently implement sustainability in all areas. In ten years, I see us as a brand that is ready for the next generation.»

How will Création Baumann continue to be a pioneer?

«By living our vision and mission and by staying true to our brand essence – offering innovative textile solutions for interior design. And by recognizing innovation potential and having the courage to invest in new topics.»