

New brand appearance for KMD

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Press release from: [KMD Natursteine GmbH & Co. KG](#)

Agency: [das creative auge./werbeagentur](#)



KMD introduces new brand image. The overall appearance of the company based in Thuringia was completely revised. The company's documents including brochures and website are now up-to-date, and appear lighter and more elegant. The company's logo was revised accordingly. Together with the new claim "Passion for stones." it now forms a perfect composition of images and print.

KMD's new website is a real highlight. Now a virtual showroom, www.kmd-natursteine.de is special in its very own way. It invites visitors to discover the possible applications of natural stone in bathrooms / SPA areas, interior spaces and yacht fit-out in a new and comfortable way. As a provider of high-quality stone work KMD wants to give visitors insight into the workmanship of stone and its combination with modern technologies. "Prospective customers will gain an impression of the innovative materials we work with, such as our Two-Lux® brand. The website is meant to be used as a creative tool by architects and designers who are currently planning the use of natural stone", says managing director Thomas Dietz.

Besides the implementation of a new corporate design, major investments have been made to update production facilities. A new program digitally records all incoming stone slabs photographically upon delivery to our warehouse. This allows us to show clients the natural texture and veining of the stone. Hence it is possible to meet individual demands regarding color or texture of the material for production and make optimal use of the slab. "We want to offer our clients a convenience they expect from a provider of high quality natural stone products", continues Thomas Dietz. We are curious about the responses toward our new brand appearance.

KMD Natursteine GmbH & Co. KG based in Gotha is one of the leading manufacturers and contractors of natural stone in Germany. KMD specialises in fabricating natural stone products for upscale interior fit-out of hotels, private residences and yachts. The company offers customized solutions with marble, granite, limestone, sandstone and engineered stone. On approx. 7,000 sqm factory floor space the renowned company produces up to 1,800 tons of stone each year for projects in Germany and abroad.

KMD Natursteine GmbH & Co. KG
KMD Projekt GmbH
Südstrasse 15

99867 Gotha/ Germany

Media representative:
Sabine Altwein

Fon +49 (0) 3621 7376-40
Fax +49 (0) 3621 7376-52

www.kmd-natursteine.de
info@kmd-natursteine.de

[You can find this press release here](#)