

South African company assists in intl gold award win

Icon, an international sports management company, received a Gold award at the International Sports Event Management Awards in the Event Look Award category for all the branding on all South African stadiums during the 2010 FIFA World Cup. This win was assisted by SA company Tone Digital, a large format printer in Johannesburg which was the key supplier on this job.



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Tone Digital procured, printed, outsourced and project managed the fitment of all branding at the stadiums.

The company is also a member of the [newly-launched Brand Engineers](#) network of print, signage and branding collateral specialists. Commenting on the award, Brand Engineers' MD, Brian Stockdale, said the network's members were delighted with Icon's achievement and Tone Digital's contribution. It not only acknowledges the work that the Tone Digital team did for soccer in general and South Africa as a country, it underscores the networks' ability to deliver world-class solutions, he said.

New group offers consistent brand image across Africa

Launched in Johannesburg on 11 November 2010, Brand Engineers brings together the collective skills of Tone Digital; venue signage and exhibition specialist, Icon (a South African company); corporate signage and branding company, Identity and event branding team, 360X.

Together, they have representation in 17 African countries and offer a comprehensive branding solution encompassing point-of-purchase displays, wall art and hanging banners; billboards, outdoor signage and in-event branding; building banners and wraps, vehicle branding and truck tarpaulins; and bus shelters, engineered structures and solar-powered signs. Also in the mix are the skills of in-country printers and signage experts.

According to Stockdale, the network was created to provide marketers with a single point of contact that would deliver a consistent brand image across all their marketing communication throughout Africa.

"Our ambition for Brand Engineers is to become the leading supplier of print, signage and branding collateral in Africa by

delivering that all important product - brand consistency - at a competitive price."

For more information, go to www.brandengineers.co.za.

For more, visit: <https://www.bizcommunity.com>