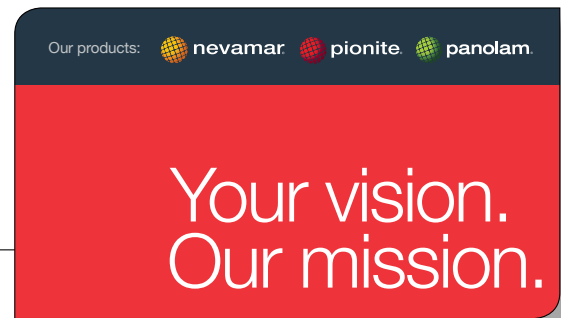


Panolam Surface Systems Case Study
Nevamar and Pionite – Creating a Unified Brand



Situation

Panolam Surface Systems, a leading laminate surface manufacturer, sought to develop an overarching brand strategy that would provide unique, cohesive branding across its portfolio of products. During a SKU-consolidation program for the company’s Nevamar and Pionite product lines, K&A was tasked with comprehensive rebranding and developing an integrated sales and marketing alignment strategy.




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 **nevamar.** Modern. Chic. Resilient.

 **pionite.** Tasteful. Traditional. Timeless.

 **panolam.** Tough. Stylish.

Panolam Surface Systems Case Study

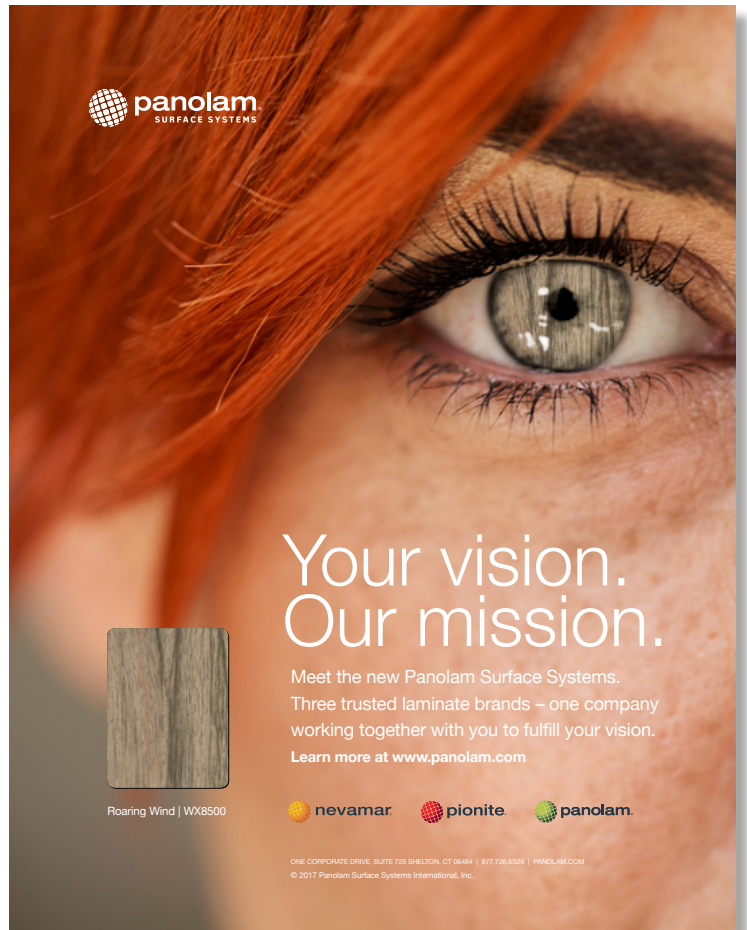
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Challenge

While the brand's color chip sets were well known within the architect and design community – and while Nevamar and Pionite had established significant equity in the

marketplace – there was a lack of cohesion and confusion surrounding the Panolam Surface Systems brand promise. The rebranding had to balance a new look and messaging... without sacrificing valuable industry recognition.





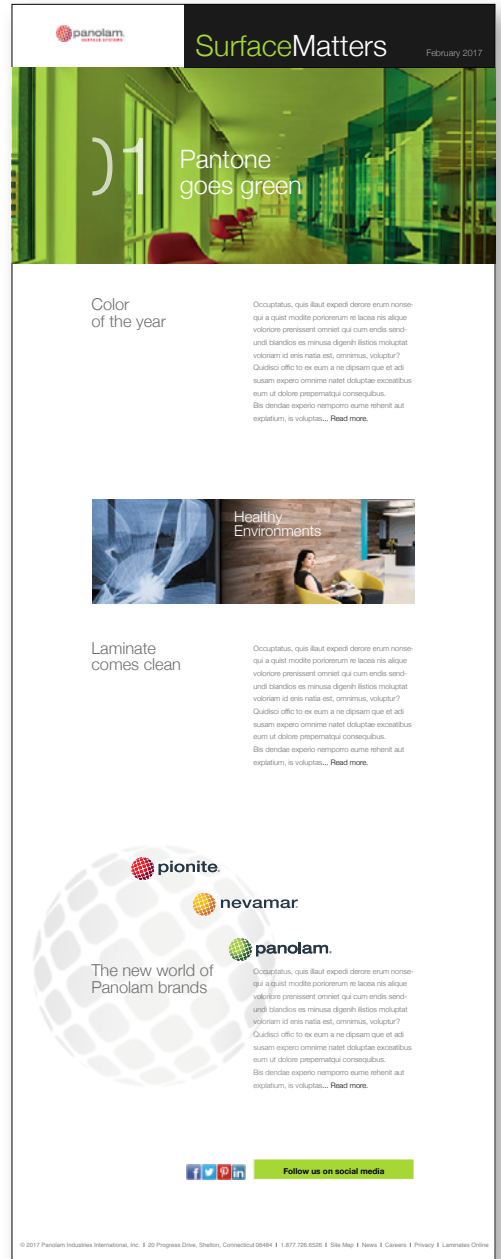
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Approach

K&A reviewed and assessed the surface products competing for market share in the channel to benchmark the brands’ marketing approaches, and defined the key decision makers and influencers in the purchasing process. K&A analyzed the gaps in Panoram’s existing go-to-market approach and then provided recommendations on brand positioning and delivered a multi-faceted strategic marketing



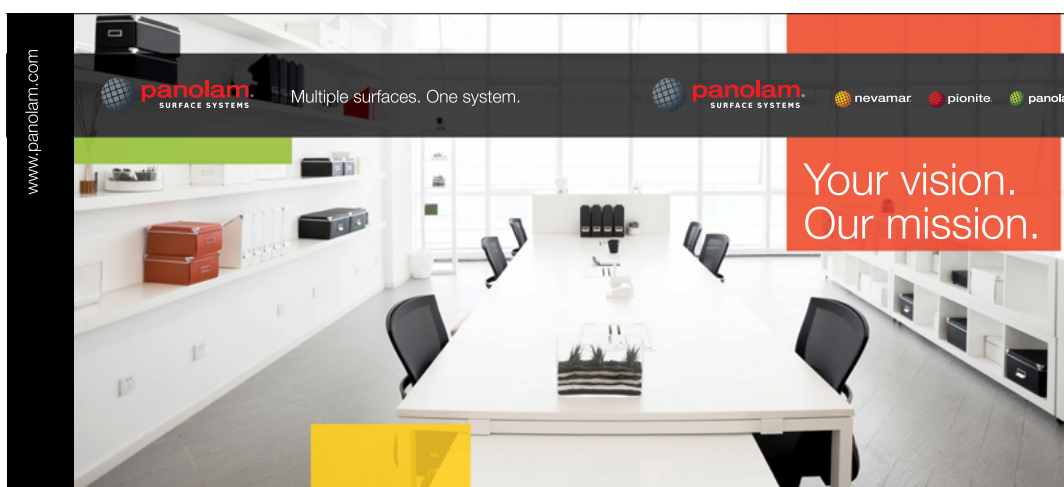
Product Brochure



E-Newsletter

Panolam Surface Systems Case Study

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Showfloor Booth and Banners

Results

The rebrand targeted the A&D community along with facility managers and fabricators. K&A executed a full-scale rebrand launch featuring a new website design that incorporated an innovative product visualizer, as well as packaging design, advertising, POP/POS, trade show booth graphics and eNewsletters.

