



## X3 Studios wins a “Merit” award at ReBrand 100 Awards 2008

**Timișoara, March 3rd 2008 - X3 Studios is the only Romanian company to win a “Merit” award with the HVAC&R rebranding project, at the most renowned rebranding competition worldwide, ReBrand 100 Awards 2008.**

The ReBrand 100 Awards Competition is the greatest recognition worldwide for the efficiency of a rebranding project, which focuses on repositioning, revitalisation or redesign of an existing brand, to accomplish specific strategic objectives.

HVAC&R is a Romanian company, specialized in providing good quality consultancy, design and distribution services in the Heating, Ventilation, Air Conditioning and Refrigerating industry. “This field being a very competitive one, the greatest challenge we faced was to implement the rebranding process in such a way that it would set the company apart from its competitors but without neglecting the impact it has on the company’s clients” stated Ștefan Szakal, Creative Director at X3 Studios.

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**About ReBrand:** The ReBrand 100 Global Awards, juried by an esteemed panel of international business leaders, is the highest recognition for brand rebuilding and redesign in the business arena. A very important criterion is the brand comparison analysis, before and after the rebranding process. Also a great emphasis is set on the quality factor of the entire process, by analyzing the objectives that were defined, the marketing strategies that were developed and the response regarding the rebranding process. For more details visit [www.rebrand.com](http://www.rebrand.com).

**About HVAC&R Consulting:** HVAC&R Consulting is a privately owned company, founded in 2005 in Timișoara, Romania. The company is specialized in providing consultancy, design and distribution services in the Heating, Ventilation, Air Conditioning and Refrigerating industry. For more details visit [www.hvacr.ro](http://www.hvacr.ro).

**About X3 Studios:** X3 Studios ([www.x3studios.com](http://www.x3studios.com)) is a design studio, founded in 2001 in Timișoara, Romania. Among the services that X3 Studios can provide are the following: branding, print design, advertising design and interactive design. The X3 Studios portfolio includes over 400 projects created for international clients and over 100 projects created for national clients. Some of the awards the company received are: Rebrand 100 Awards, Eulda, LogoLounge, and Internetics.