



New brand strategy implemented at Sandhelden

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Sandhelden has used the last few months during the Corona pandemic to evaluate its corporate strategy and align it to the current market situation. The purpose of the modification is to make a lasting investment that will help to foster a positive business development in the long term despite the challenging economic situation.

In addition to the revision of the corporate philosophy, the development of new corporate guidelines representing the company's progress was a central component. Thus, the result is also a new consistent and high-quality corporate image for the two fields "Design & Art" and "Bathroom" as well as a specific customer approach.

"Design & Art" covers the creative manufacture, which enables product designers and artists to realise their ideas and projects with Sandhelden.

In the division "Bathroom", new products complement the initial collection SKANDIKA. In the future, new collections will be created in this segment.

Get an impression of the new design on our website **[sandhelden.com](https://www.sandhelden.com)**

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