



SUEZ: FOCUSED

More than a holding

1997 saw one of the biggest ever mergers in French business history, and the product was a sprawling conglomerate called Suez Lyonnaise des Eaux. Four years on, the business had achieved a lot of change, but it was still seen as financial holding company with investments in media, energy, waste management, construction and water. The organisation wanted to be more accurately valued, and commissioned a global brand project to express its true value.

Essentials of life

Wolff Olins created a bold new brand for the group, with the simple and distinctive name SUEZ – dating back to the company's involvement in building the Suez Canal. The obviously energetic – and surprisingly non-corporate – logo underlined the company's ambition not just to make money but also to serve people, to deliver the essentials of life.

Dual focus

SUEZ was launched 2001, and the brand has been a powerful catalyst for change. The business now generates Eu 44 billion in revenues, and its 140,000 employees are focused on two activities, energy and environment. Through them, 200 million people have daily access to clean energy, treated water and environment-friendly waste services. CEO Gérard Mestrallet said in 2005: 'When I took over at SUEZ in 1995 it was a bank. Ten years later it is a utility well positioned in the markets it has chosen'. Most recently, in 2007, SUEZ has agreed a merger with Gaz de France.

Wolff Olins

+44 20 7713 7733

+1 212 505 7337

www.wolffolins.com

© 2008 Wolff Olins Limited. All rights reserved.