

More than Aviation Equipment: Rostec Holding Sets Up New Technodinamika Brand

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Press release

The Aviation Equipment holding, part of Rostec Corporation, presented its new Technodinamika brand. The new bright style is intended to form the image of an international-level company creating innovative system solutions in aviation thanks to its strong engineer base and strict manufacturing standards. The rebranding project was implemented together with the Apostol Center for Strategic Communications in cooperation with the international creative team of INTO Branding agency designers.

“For global companies competing on the global market, their brands are key assets, which may cost up to 30 % of the entire business value. The new Technodinamika brand, according to Rostec’s strategy, is designed to become the overarching factor of the future holding capitalization. The philosophy and visualization of the brand will become important communication tools for the company to attract qualified personnel, new orders and long-term investments,” noted **Sergey Chemezov**, Head of Rostec Corporation.

“The new brand is a reflection of the changed company’s values. We wish to send the message to the world that we are ready to offer high-quality products and willing to compete with the leading international manufacturers. Rebranding expresses and communicates this message not only to our employees, but also to our partners, our competitors as well as to people who are ready to become part of our team”, said **Maxim Kuzyuk**, CEO of the holding. “We are a modern company with the modern approach to the work, and we are able to offer innovative system solutions for the aviation market.”

The new name of the holding, Technodinamika, has Greek roots that makes it clear what it means for both Russian and foreign language speakers without any translation. It does not limit the company to the production of aviation equipment. On the contrary, it meets its requirement to promote the whole product range of its plants.

The new Technodinamika’s logo triggers a clear association with the aviation industry. Visually, the wordmark resembles a fuselage, while the mark consisting of three inclined longitudinal strips represents a tail of a winged machine. The dynamic and ascending mark symbolizes the origination and development of an idea up to the moment of its implementation.

The company’s slogan, “Standard of vanguard”, justifies its focus on the progress and improvement, as well as willingness to create know-hows and establish standards for innovations within the industry.

“When working out a new brand, we decided in favor of a flexible name, “Technodinamika”, comprising the power and energy and bringing an incentive for the constant development of engineering knowledge and new technologies. “This idea is embodied in the entire image”, noted **Tina Kandelaki**, Director of the Apostol Center for Strategic Communications. “The Technodinamika’s brand philosophy is primarily based on the team of unique experts employed by one of the world’s strongest aircraft builders, intellectual assets accumulated for many years and willingness to increase and implement them in new projects. Today, the new brand offers a potential for international development and stands to capture a market share as a developer of highly-intelligent, breakthrough solutions of an international level.”

Technodinamika is a company engaged in the design, manufacturing, and aftersales service of aircraft systems and units. In addition, the holding produces components and units for such industry branches as oil and gas, the automotive industry, transportation, and power engineering. Technodinamika includes 35 plants scattered throughout the country – in Moscow, Moscow region, Ufa, Samara, Ulyanovsk, Omsk, Arkhangelsk region, and other parts of Russia. The holding is part of Rostec. Key partners and customers of the holding include United Instrument Manufacturing Corporation, Russian Helicopters, and United Engine Corporation, as well as Aeroflot, S7, Utair, and more.

Rostec Corporation is a Russian corporation established in 2007 to support the design, manufacture, and export of high-tech industrial products for civilian and military purposes. It includes 700 organizations, of which nine are currently holding companies in the defense industry and five are holding companies in civilian industries. Rostec enterprises are located on the territories of 60 federal subjects of the Russian Federation and deliver products to markets in more than 70 countries. In 2013, Rostec revenue totaled 1.04 trillion rubles, and its net profit amounted to 40 billion rubles. That year, tax payments to public budgets at all levels exceeded 138 billion rubles.

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