

New Corporate Identity Spells Success for MicroDrop Aqua

SEPTEMBER 2009. Copenhagen-based MicroDrop Aqua (www.MicroDrop-Aqua.com) is looking to launch its first large-scale expansion phase after the company has succeeded in attracting international capital and joint venture partnerships. The expected breakthrough happens after the corporate identity of the water treatment specialist has undergone a total makeover over the past several months. OpenEye.biz was contacted with a brief “to help make MicroDrop come across more convincingly both online and through other means of communication.”

Says MicroDrop Aqua chairman Suni á Dalbö: “We’ve been working with OpenEye.biz for about a year and they’ve helped us define an entirely new business platform, with a new website and a new look across the board. This new corporate image means we’re now able to present our company to any organization or individual — something we couldn’t do earlier; it simply wasn’t possible for us to approach government agencies or large international organizations with the old identity, whereas now we can do it with confidence. What we find to be of particular value with OpenEye.biz is the internal coherence that they help us bring into our communication efforts, a sense of master plan that builds clarity and credibility. At the same time, we enjoy the fact that they are very flexible when it comes to unforeseen conditions and short deadlines — they’re there when we need them. I would definitely recommend OpenEye.biz to any of my friends and business associates because I know they’d be in good, professional hands. As far as I’m concerned OpenEye are the best in the business.”