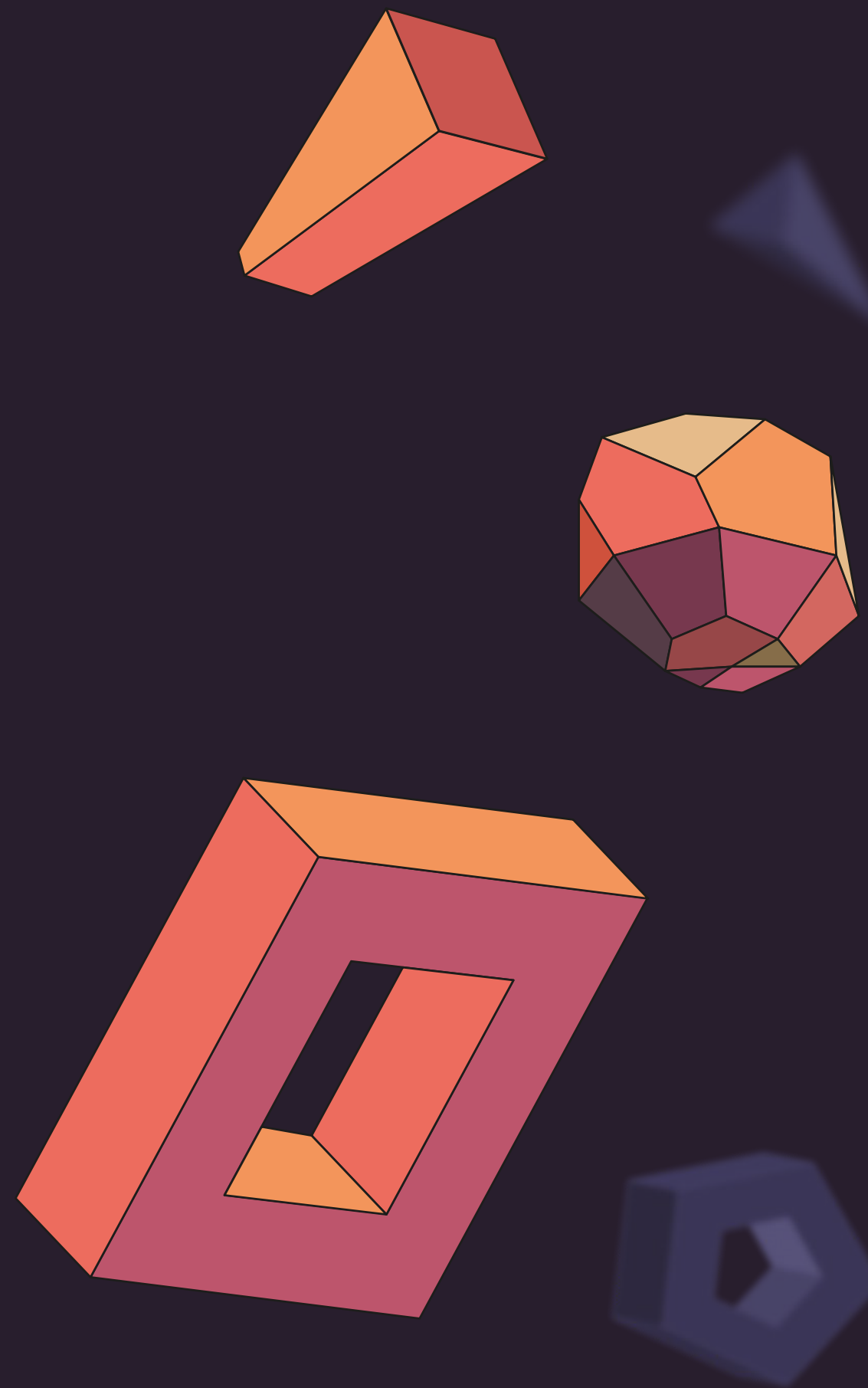


Piece *by* Piece



the puzzlers

There's something remarkable about passionate mid-sized companies – a unique energy that goes beyond spreadsheets and quarterly reports.

At The Puzzlers, we *transform this energy* into standout brands which draw attention while staying true to their authentic spirit.

It just so happens, that we know this energy very well ourselves. Founded by a chef-turned-designer and a programmer who built her first company at 22, our own story is one of taking bold steps and working relentlessly to build something meaningful.

Like many of our clients, we've learned that success comes from combining passion with purpose.

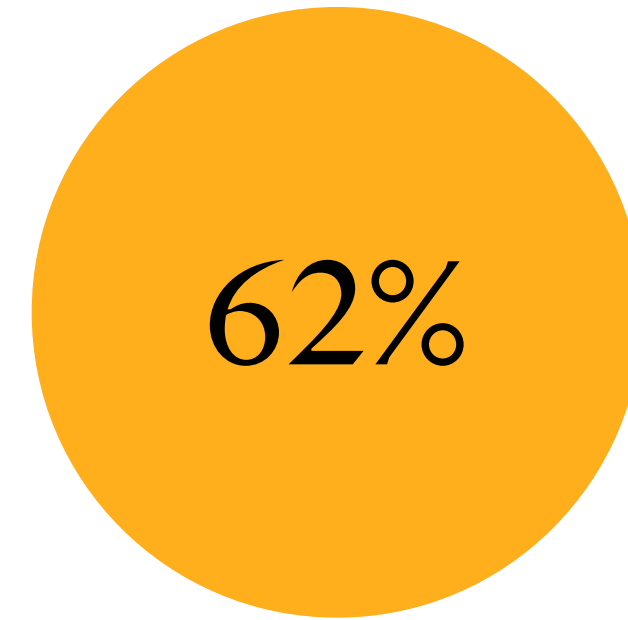
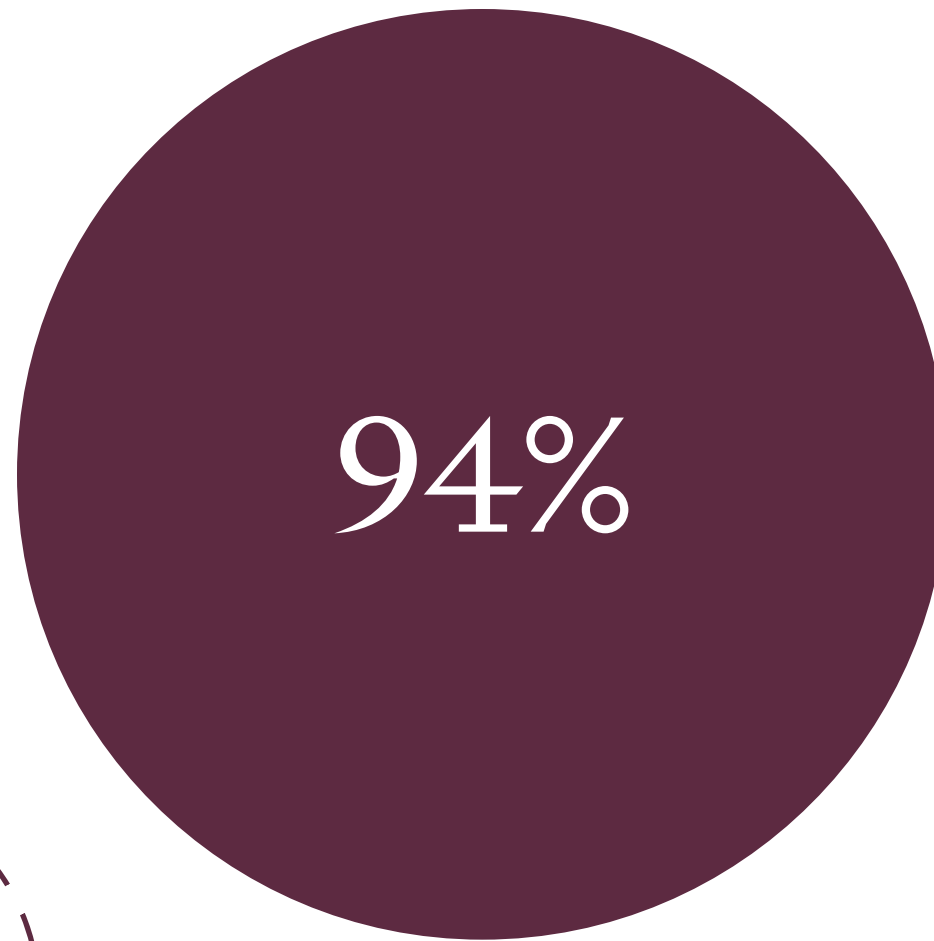


Time to *invest* in your brand?

Success can make brand development feel unnecessary, while challenges can make it feel like too big of a commitment.

However, brand development isn't about fixing what's broken or disrupting what works - it's about ensuring market presence matches the quality delivered.

94% of employees state they're more likely to stay with companies that invest in their brand (Glassdoor)



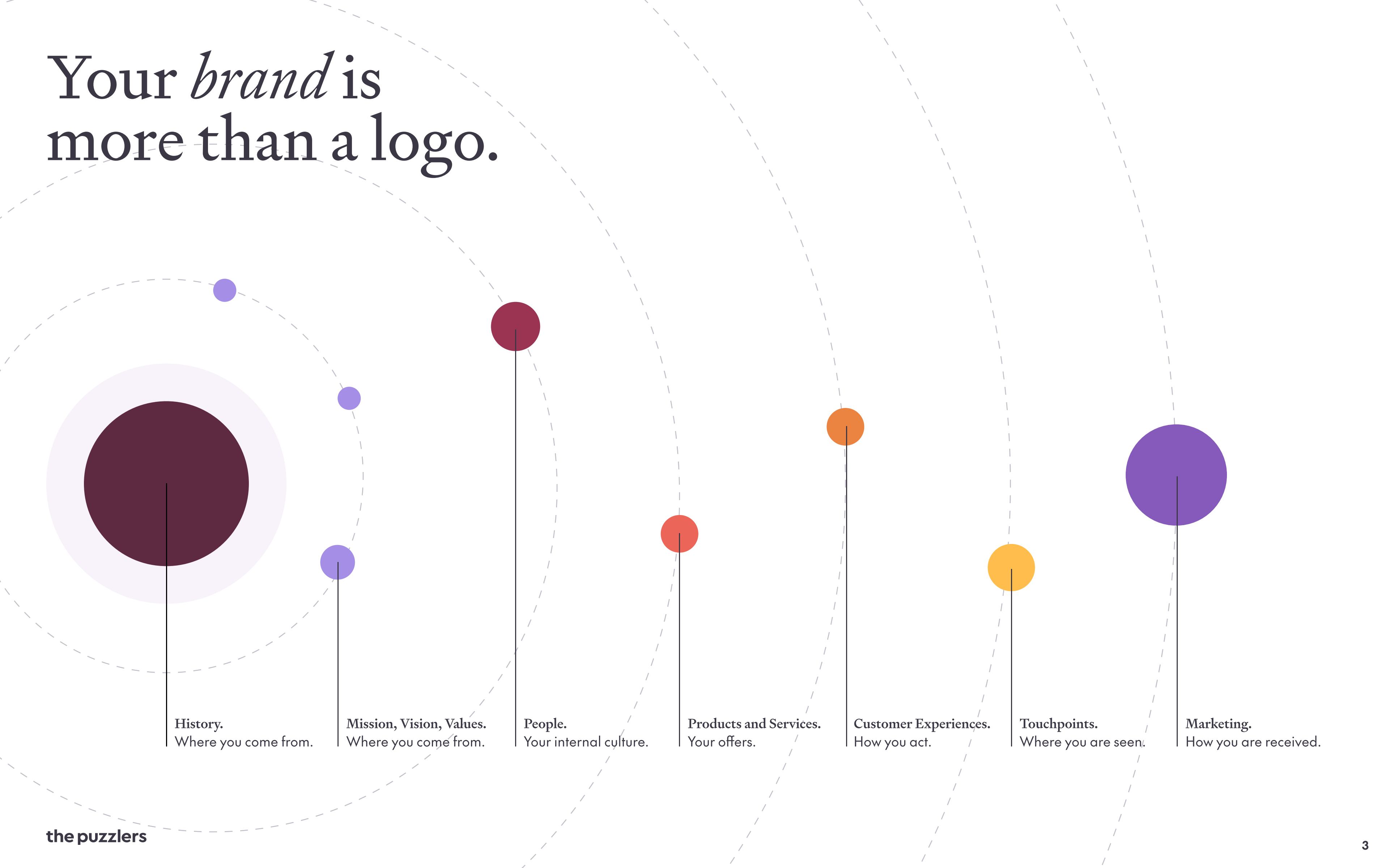
62% of B2B buyers say they can finalize selection criteria based on digital content alone (Forrester)



B2B companies with strong brands generate a 20% higher EBIT margin (McKinsey)

When true value aligns with market perception, something remarkable happens: vision becomes shared purpose, values attract the right people, and authentic stories create lasting impact.

Your *brand* is more than a logo.



History.
Where you come from.

Mission, Vision, Values.
Where you come from.

People.
Your internal culture.

Products and Services.
Your offers.

Customer Experiences.
How you act.

Touchpoints.
Where you are seen.

Marketing.
How you are received.

Offering *packages* for your transformation.

Depending on your internal setup, we support you in your brand transformation.

		 Corner Pieces Best for companies with a marketing team.	 Key Pieces Best for companies with limited marketing resources.	 All Pieces Best for companies without an own marketing department.
Brand Strategy	Audience & market research	•	•	•
	Stakeholder interviews	•	•	•
	Leadership workshops	•	•	•
	Brand strategy	•	•	•
	Naming	•	•	•
Brand Identity	Verbal identity	•	•	•
	Visual identity	•	•	•
	Brand guidelines	•	•	•
Brand Experiences	Website design & development		•	•
	Stationary & print media		•	•
	Software solutions		•	•
Brand Activation	Social media strategy			•
	Brand campaigns			•
	SEO / SEM			•

Bringing you from great company to an even *better brand*.

Combining discovery, execution, and activation into one, seamless process.

Pre-Project Phase

Finding Our Fit

Discovery conversation to align visions
Mutual evaluation of partnership potential
Timeline and expectations discussion
High-level scope exploration

Building The Foundation

Package and timeline confirmation
Team structure definition
Contract finalization
Resource alignment

Project Preparation

Project team assembly
Initial insights gathering
Internal stakeholder briefing
Knowledge transfer to project team

Project Phase

Discovery Deep-Dive

Project kick-off workshop
Employee insight sessions
Customer perspective gathering
Brand landscape mapping

Brand Development

Strategic development sprints
Regular progress alignments
Collaborative refinement sessions
Phase-specific deliverables

Delivery Phase

Implementation Planning

Deliverable finalization
Transition strategy development
Implementation roadmap creation
Rollout preparation

Activation & Empowerment

Team training workshops
Implementation guidance
Knowledge transfer sessions
Success measurement setup

Selected Projects



NOAH

Vision-Led Investment, Human-First Approach.



NOAH isn't just another private equity group. Their mission is to preserve and nurture companies, not trade them like commodities. This fundamental difference demanded a brand that would break category conventions.





Our Challenge: Transform NOAH's human-centric investment philosophy into a distinctive brand presence that stands apart in the private equity landscape.

Our Approach: We crafted a brand identity anchored in dynamic collages. Each visual element tells a story of NOAH's operations while reinforcing their commitment to preservation and growth. The handcrafted aesthetic brings warmth to financial services, while maintaining the professionalism their position demands.

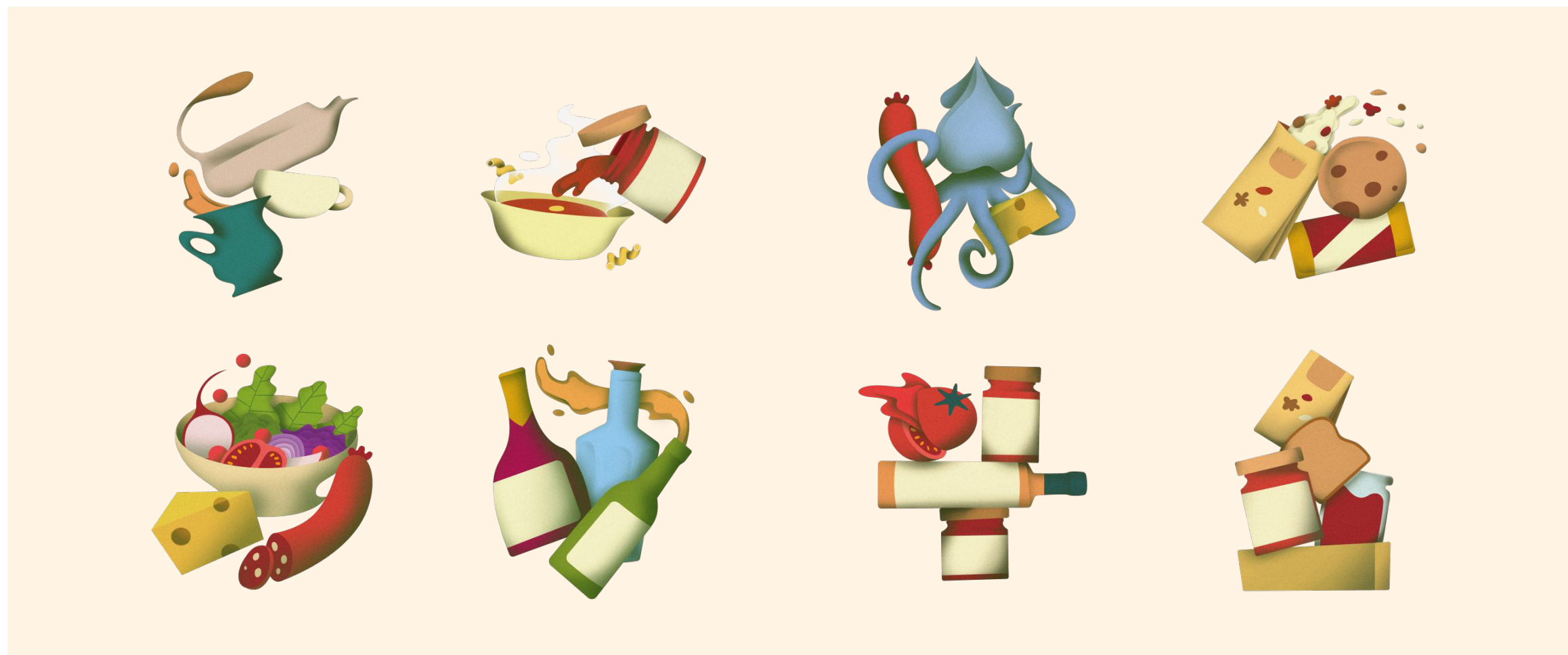
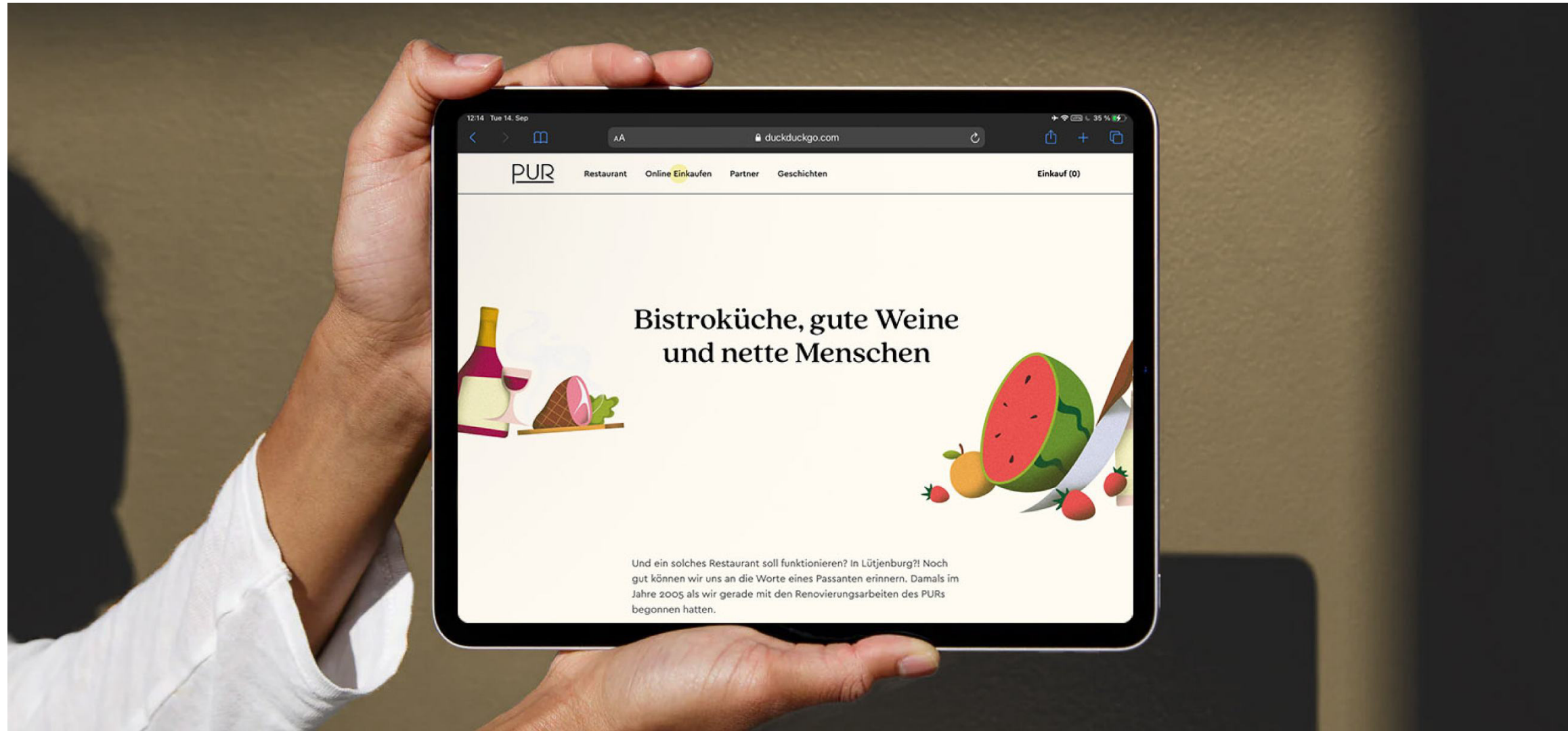
PUR

From Fine Dining to Flagship Home Cuisine.



When COVID challenged the restaurant industry, PUR transformed their local-ingredient philosophy into an innovative premium home dining concept. Their artisanal pre-cooked dishes in glass jars don't just preserve flavor – they're reshaping perceptions of preserved food.





Our Challenge: Elevate preserved food from convenience to luxury, while maintaining an approachable, social dining experience. PUR needed to strike a delicate balance: premium quality and organic certification, without the formality of fine dining.

Our Approach: We developed a brand that makes premium feel accessible. Custom illustrations add personality, while bright, vibrant food photography celebrates the fresh, natural ingredients. The custom e-commerce experience and distinctive packaging design extend this balanced approach across all touchpoints.

MDL Module

Engineering Tomorrow's Living Spaces.



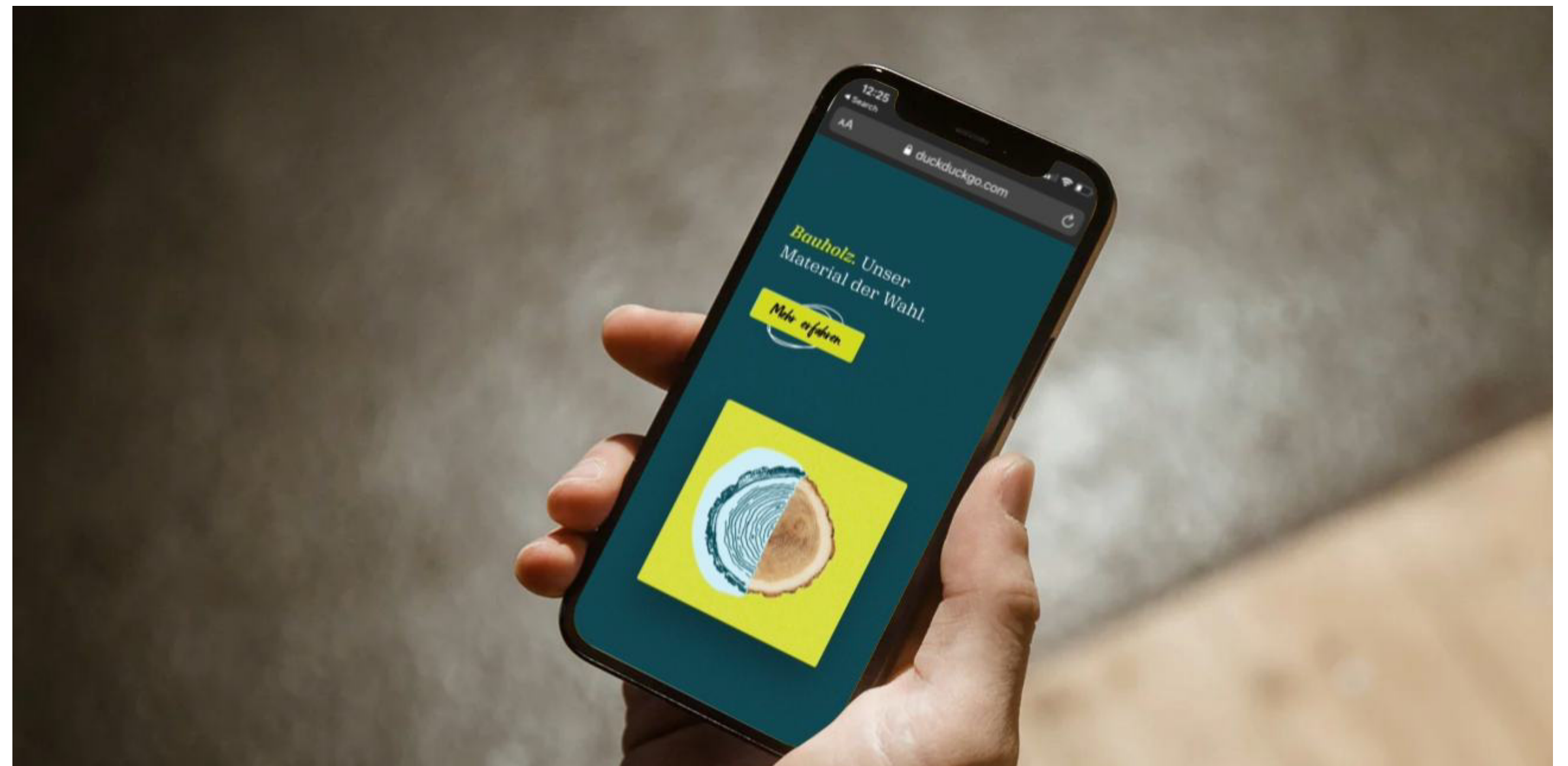
With 25 years of expertise in precision timber craftsmanship, MDL Module is revolutionizing German construction through innovative modular building solutions. Their pivot from exhibition builds to residential complexes represents more than a change in scale – it's a reimagining of how homes can be built.





Our Challenge: Transform MDL's reputation for high-end exhibition construction into a trusted brand for modular residential developments, while maintaining their premium positioning.

Our Approach: We created a visual language that marries architectural precision with dynamic energy. Custom illustrations echo technical drawings but inject movement and possibility, reflecting MDL's unique balance of standardized production and design flexibility. The brand system communicates both engineering excellence and living comfort.



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