

TransLogic™ Wins Hermes Branding Award

Hermes Creative Award recognizes marketing and rebranding refresh

BROOMFIELD, Colo. (June 11, 2024) – [TransLogic](#), a Swisslog Healthcare company and leading supplier in transport automation, is a Hermes Creative Awards Gold winner for the 2024 international awards competition recognizing outstanding work in the creative industry. TransLogic won a Gold Hermes Award in the brand overhaul category.

In 2023, after surveying the market, the Swisslog Healthcare marketing team decided to deliver a brand-appropriate overhaul that would communicate that TransLogic is not just a product in the Swisslog Healthcare portfolio but is a stand alone business that has served North America for over 100 years. A series of deep dive exercises among subject matter experts in the business, and with external resources interested in the success of TransLogic, were conducted to pull out the desired sentiment and key messages of the new brand which includes being Made in the USA and thereby has a corresponding emblem to match the brand. The mission and vision were written to support the brand goals, including an additional core value for TransLogic which is not included in the parent brand. A robust set of brand guidelines was created for all users, including a detailed digital version for UI/UX work that details the nuances of dynamic content. Thousands of pieces of existing brand notations were reworked to include the new look and feel as well as new messaging aligned with the new brand. A newly created series of thought leadership content was created to demonstrate the depth of knowledge and experience supporting this brand.

“With the rebrand, TransLogic now stands on its own. With updated brand images and messaging that focus on our core customers, it is representative of decades of stability and reliability,” said Amanda Costanzi, Head of Marketing & Communications at Swisslog Healthcare. “We appreciate the Hermes Awards for recognizing our team’s hard work to deliver a comprehensive brand strategy that reflects the longevity of TransLogic solutions for our customers across North America.”

There were over 6,500 entries from the United States, Canada, and 2 dozen other countries in the Hermes Creative Awards 2024 competition. Entries came from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies, and freelancers.

Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals (AMCP). The international organization consists of several thousand marketing, communication, advertising, public relations, media production, and freelance professionals. Winners were selected from over 200

categories grouped under advertising, publications, marketing, branding, integrated marketing, public relations/communications, electronic media, and pro bono. A list of Platinum and Gold Winners can be found on the Hermes Creative Awards website at www.hermesawards.com.

About TransLogic:

TransLogic™, a Swisslog Healthcare Company, builds on its 100 years of operational technology expertise to reliably automate the delivery of critical items and leverage innovations which transcend industry standards in transport automation. TransLogic™ products are manufactured in the USA, resulting in nominal supply chain issues, fewer shipping delays, and quality controls which meet North America's standards. Learn more about TransLogic™ solutions at translogic.com.

About Swisslog Healthcare:

Swisslog Healthcare provides integrated medication supply chain solutions to hospitals and health systems to assist providers in treating patients across the continuum of care. Integrating transport and pharmacy automation, value-added services, and intelligent software, Swisslog Healthcare enables healthcare providers to respond to patients' needs quickly and with greater accuracy. The company minimizes many sources of operational waste, so providers achieve higher levels of productivity to impact the well-being of patients in positive ways. For more information, visit www.swisslog-healthcare.com.

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