

Brand DNA Completion
Aloof – EeStairs
07.03.17

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Our **Values** define what's important to us.
How we live them is what makes us unique.

Excellence + Bold + Creative + Authentic

Behaviours describe how we live our values day-to-day.

Excellence



We:

Strive for the optimum solution.

Thrive on the most complex, technical projects.

Always push to be better.

Have unparalleled experience and knowledge.

Have extensive expertise in-house, giving us quality control .

Only recruit the best people to compliment our team.

Always get the job done.

Share and discuss our learnings.

Develop our own systems to facilitate production and ensure accuracy.

Bold



We:

Use experience to take calculated risks with confidence.

Commit to exploring new approaches to staircase design.

Invest in software, technology, methodology and equipment.

Are content in our ability.

Are ambitious in our aims and objectives.

Innovate and create to solve problems.

We defy conventions.

Creative



We:

Find simple solutions to complex problems.

Have developed software and systems purpose built for our needs.

Collaborate in the creative process to reach the best result.

Maximise the scheme within the available budget.

See creative opportunity throughout a project's entire lifecycle.

Can understand, retain and improve our client's design intent.

Acknowledge, appreciate and invest in design throughout the company.

Authentic



We:

Are true to our word.

Are clear about who we are.

Are clear about what we can do.

Are efficient.

Are realistic about what can be achieved.

Are transparent in our communication.

Our Purpose describes why we exist.
Our reason for being.

~~Statement~~ stairs that excite the world

Perception identifies how we want to be seen by others.

A good staircase company.

Confused.

Misfiring.

The worlds foremost feature staircase company.

Judged accurately on our merits.

Design partners – Leverage Holland's design legacy (Koolhaus, Francine Houben, Viktor & Rolf, Crouwel, Droog, Gerrit Rietveld, Wanders).

A New Business strategy helps you to win the right kind of work, on fair terms.

Win



You can produce things that your competition can't.

Diversity of what you can deliver.

Quality of service, engineering, build and install.

Comprehensive infrastructure under one roof innovations.

Creative partnership.

Lose



Quotation – pricing method, overall fees.

Risk-aversion leads to higher fees – especially UK.

Superior solution versus competitors.

Value added not necessarily being conveyed.

Don't tailor communications effectively.

Perception – communications and writing don't match quality of product and service post-install lack of follow-up.

Repeat business process – research further!

Commercial
End-User

Public
End-User

Residential
End-User

Retail
End-User

Architect/Designer

Architect/Designer

Architect/Designer

Architect/Designer

Contractor

Contractor

Contractor

Contractor

Competitor research ensures we understand who you are up against, and that we distinguish you.

UK



Elite Metalcraft

Bisca

Clifford Chapman

Leighton Ironcraft

TinTab

Spiral Staircase Co.

Canal Engineering

(Midlands, with Farringdon
showroom for domestic)

Architectural Metalworkers

NL



Allstairs

WV Trappen

Kersten

Level Trappen

Krepla

Volter Tijdink

Stairway

Vermeulen

Metaluniek

Nijborg

Henk v. Ee

Our Mission describes our promise to our clients, defining why we exist.

EeStairs are world-renowned experts in the design, manufacture and installation of bespoke staircases. We thrive on creating ~~statement~~ stairs for some of the most discerning clients across the retail, commercial, public and private sectors.

Our unparalleled in-house capabilities ensure we achieve the highest level of craft, quality control and efficiency throughout a project's entire lifecycle. We promise this, be it a bespoke feature staircase, balustrade, hand-rail or ready-made staircase solution.

Collaboration and mutual respect is key to the success of any project and we partner with you from the outset to achieve the best result, often helping to find simple solutions to complex problems. Regularly working with some of the world's leading architectural practices and contractors, we understand, retain and support our client's design intent, maximising schemes within available budgets.

EeStairs are committed to investing in software, technology, methodology and equipment to facilitate production, ensure accuracy and explore new approaches to staircase design. This has resulted in innovations, such as: EeSoffit – a seamless non-cracking finish for helical stairs and 1m² – a space-saving stair with a one square metre footprint.

From headquarters in the Netherlands and with offices and manufacturing ~~partners~~ throughout Europe, North America, Africa and Asia, we take on interesting projects around the world.

Tone of Voice describes how
we communicate our personality.

Confident

Talk with authority and substantiate your position as a world-leader in your field. Share your promises and capabilities whilst making sure you can always deliver them. Believe your desired audience will find you rather than aggressively writing for SEO purposes.

Informative

Present useful facts and avoid repetition. Where possible share a story of the value you added and the problems you solved.

Concise

Readers, particularly on digital platforms, have limited time to absorb content. Efficiently deliver the point you're making. Do not be overly poetic, lengthy or confusing in your writing.

Accessible

EeStairs are reaching out to a global audience. They will have varying degrees of technical knowledge and may not be reading your content in their native language. Therefore, communicate in clear, uncomplicated language.

Communicating to Architects/End-users

Driven more by:
Emotion/Heart

Must communicate:

A creative partnership: Design
skill, understanding, innovation.

Design intent being realised,
even enhanced.

Specialist knowledge (filling in
gaps in their own knowledge).

Flexible inclusion at any point in
the process.

Understanding the business case
(positioning, routing).

Example visual cues:

Aesthetics.

Diversity (inspiration).

Detailing, craft, materiality, form.

Example writing cues:

Direct and efficient but with some
romance, inspiration and selling of the
dream.

Communicating to Retailers/Contractors

Driven more by:
Function/Head/Risk-Aversion

Must communicate:
Fee competitiveness.
Credentials/track record.
Infrastructure.
Quality assurance.
De-risking (viability, regulations,
safety).
Project management.
Professionalism.
Delivery.
Full Service (under one roof).

Example visual cues:
Engineering.
Infrastructure in NL.
Scale of projects.
Team.
Feats of installation, function,
expressions of safety.

Example writing cues:
Direct and efficient with facts.
Credentials and checklist points
delivered quickly.

Some Thoughts

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Be very clear about what you do and the value added.

Internationalise how you present your credentials.

Distinct pathways, acknowledging client groups and what they are receptive to.

Think and act like leaders in all that you do.

Place more emphasis on external/internal environment within case studies.

Be dynamic, but within a framework.

More strategic tools for new business.