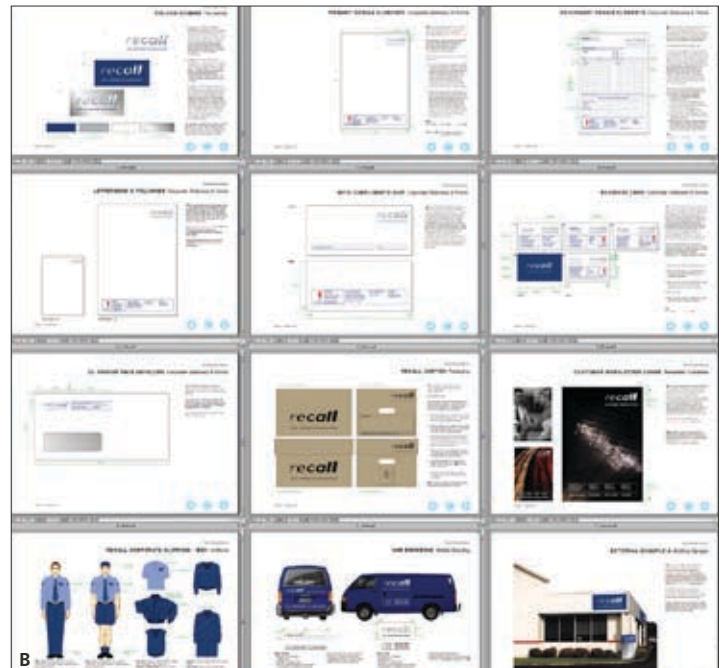


What do you name a business that can store anything you like, anywhere in the world, and recover and relay specific information in a matter of minutes?
We named it 'Recall'.



A The identity

B Electronic web-based manuals were created to allow up-to-date information to be accessed instantly around the world



The fastest growing business in the Brambles stable is storing and retrieving physical and electronic information. This business consists of companies around the world, all with different identities.

To compete internationally, the business needed a single international brand name. We suggested 'Recall' with the tag line, 'Total Information Management'. This memorable and effective brand name represents its unique place in the market – the ability to retrieve information almost instantly. Once the 'Recall' name had been agreed and sold to the various regions, we designed and documented implementation systems for all its business tools, including the web. These were created electronically in a number of languages as interactive, updateable design manuals.