



MARREL

LEADER MONDIAL D'ÉQUIPEMENTS
HYDRAULIQUES DE LEVAGE SUR
VÉHICULES INDUSTRIELS

THE POWER OF EFFICIENCY



MARREL FINALIZES ITS VISUAL IDENTITY : NEW DOCUMENTATION AND NEW WEBSITE

Marrel - Press Release

Graphic design

Thursday, December 9, 2021

Marrel est à la fois concepteur,
fabricant et assembleur de
composants et d'équipements
hydrauliques.

L'innovation, Marrel la porte dans ses gènes. Dès sa création en 1976, Marrel se fait un nom en lançant sur le marché la toute première benne basculante à potence et à câble. L'entreprise se développe ensuite rapidement grâce à son étonnant pouvoir d'innovation : invention du bras hydraulique « Amplirail® », de la Multibenne® et du compas.

L'innovation selon Marrel c'est d'abord une capacité à apporter à ses clients les solutions opérationnelles les plus performantes et qui vont leur faciliter la vie. Avec une seule devise : « Innover constamment, mais innover utile uniquement. »

01 68 11 11 11 - Actualités

Marrel certifiée ISO 14001

C'est aujourd'hui un acte important qui doit être félicité pour Marrel grâce à l'obtention de la norme de certification environnementale internationale ISO 14001, en complément de la certification ISO 9001 qu'elle obtient depuis 20 ans. Elle a obtenu la production technique, développement, marketing et service au montage sur véhicules ainsi que différents autres équipements ISO 14001.

Bienvenue l'actualité



FASSI GROUP



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MARREL.com

New website, new documentation

2 YEARS AFTER CELEBRATING ITS CENTENARY AND UNVEILING ITS NEW VISUAL IDENTITY, MARREL IS FINALIZING ITS RANGE OF VISUAL AIDS FOR ITS DISTRIBUTION PARTNERS, DEALERS AND CUSTOMERS

In the continuity of its graphic design, Marrel has launched a complete range of documentation adapted to its different targets: prospects, users and experts.

4 documentations were produced in 5 languages: French, English, German, Italian and Spanish to meet the needs of its 46 distributors worldwide.

The **Corporate documentation**, as its name suggests, presents the Marrel company: history, activity, products and operation.



Corporate documentation, presented on the occasion of Marrel's 100th anniversary.



The **Ampliroll® hooklift and Skiploader product documentation** presents the range of hooklifts under 3 families:

- Urban for the light range from AL3PA to AL6, presented in blue
- Flex for the intermediate range from AL6 to AL12 (AL6 corresponds to the 2 types of uses), presented in orange
- High for the "heavy" range from AL14 to AL28, telescopic and/or articulated jibs, presented in fuschia

The Multibenne Skiploader range is presented in green.

This documentation presents the advantages and strengths of each product family to guide the user in his choice.

THESE COLOR CODES HAVE THUS BECOME THE COMMON THREAD IN THE PRESENTATION OF MARREL PRODUCTS; **THEY CAN BE FOUND ON ALL OTHER COMMUNICATION MEDIA.**

The **28 product sheets** have also been renewed.

We find on the front of each:

- the family / color code to which the product is connected
- a photo of the product concerned
- arguments and strengths

And on the back:

- the possible options for this product
- technical information

... all in the 5 languages mentioned above, or 140 product sheets!



Céline Castaldo, Communication Manager

"2 years may seem like a lot, but it was actually the time needed to completely rethink our communication media.

We are also accompanied by Oh! Studio, agency from Saint-Etienne, since the beginning of this project.

All the content of the documentation and the website has been redesigned: photos, texts, segmentation... in 5 languages!

A long-term work that is part of the continuity of the graphic charter presented during the centenary »



The Range Catalogue is a technical tool for Marrel's partners

4 documentations... and a website!

THE LAST PROJECT OF THIS REDESIGN, AND NOT THE LEAST: MARREL.COM

After the documentation, it remained "only" to review the website.

But again, it was not just a question of changing the logo: all the content was completely renewed: the structure, visuals and texts were designed to stick to the needs of Internet users and the rules of SEO.

The website is particularly suitable for mobiles and computers.

The classic headings are of course presented.

The visitor can also find the necessary information according to his sector of activity: environment, public works, communities, army and agriculture.

The products are highlighted according to their family / color code: we can find technical information, arguments related to the products, photos and related documentation.



Marrel.com is of course available in 5 languages.

MARREL KEY FIGURES

40
MILLION
TURNOVER



PRESENT IN

46



COUNTRIES

50%



AMPLIROLL® HOOKLIFTS &
SKILOADERS SOLD INTERNATIONALLY

200

EMPLOYEES



MARREL
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