

PRESS RELEASE

PROGER'S NEW BRAND IDENTITY

A new logo and a new website reflect the changes made by the company in recent years and the challenges it is preparing to face in the future.

Rome, 6 March 2017 – Ranked as the number one [engineering firm in Italy](#) in 2016, and already positioned among the 100 [Top International Design Firms](#), Proger is an engineering & management company with over 60 years of history that is looking toward the future with new energy.

Throughout the process of **rebranding**, undertaken over the last few months, the company has decided to reflect this **important evolution** with the objective of reinforcing and modernising its brand.

Proger's new logo is in fact a perfect synthesis of tradition and innovation. The traditional green that has accompanied the company's image over the past 20 years, is now energized by the juxtaposition of bright orange.

*"Proger has attained a level of stability, both economic but above all of reputation", company CEO **Umberto Sgambati** tell us. "It has become a stable 'platform', capable of maintaining the necessary balance, despite the turbulence of today's markets, thanks to its size and proven know-how.*

*We are now looking to dedicate ourselves to **Special Programs – Renewable Energy, Environment, Waste, Hydrogeological Instability, Healthcare and Hospitality** – grafted onto the 'platform' constructed during years of hard work. These new programs will benefit from consolidated experience in different sectors, our ability to integrate specialised expertise in a wide range of fields and from the multidisciplinary characteristics of our professional and cultural approach. For this reason, we felt the time had come for a **new image**, recognisable, incisive and capable **of communicating the changes taking place**".*

The combination of history and innovation during the studies that resulted in the creation of the new logo led us to identify the five pillars represented by the new brand: **tradition, multidisciplinary, flexibility, excellence** and **internationality**. Five pillars are the values upon which the entire company is founded.

[Rebranding video](#)

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