



Zuken is a global company that optimises design and manufacturing processes for electronics companies worldwide.



In a tough market, notorious for the peaks and troughs of a constant fluctuating business cycle, the company holds a leading global share of electronic design automation (EDA) for the printed circuit board (PCB), multi-chip (MCM) and Heterogeneous InterConnect (HIC) software market, and is continually expanding its portfolio. Recent innovations include e-PLM, which unifies product lifecycle management (PLM) for R&D, engineering, manufacturing, purchasing, sales and maintenance.

Zuken has a multinational marketing team spread across Europe and America, with experience in all marketing disciplines. As a large global player with an extensive portfolio of specialist products and services, the company has a busy marketing schedule, and relies heavily upon graphic design services in its local markets that can serve the company's global operations.

"Because our international marketing team has a lot on its plate, decisions have to be made extremely fast, and many of our projects have very tight deadlines," said Wolfgang Heinrichs, General Business Development Manager, Zuken "We often need to outsource our graphic design projects, and have to rely on an external graphic designer who can not only understand the EDA industry, but who also has an understanding of marketing; while being very flexible. We just cannot afford the luxury of lengthy, detailed briefs."

Zuken works with mond as its graphic design partner in the West because the company has demonstrated a thorough understanding of Zuken's needs. And because their contact, Ev, has worked in international marketing roles in various European countries, she doesn't only understand the workings and frustrations of international teams, but also knows how to deliver marketing solutions that work across different cultures and country borders.

mond produces artwork on a regular basis for Zuken, anything from DVD booklets that accompany new software, images for press releases, graphic panels for exhibitions to campaign mailers and event logos, leaving Zuken's marketing team capacity to concentrate on the core marketing issues at hand.

Heinrichs added: "mond is able to work without detailed explanations. Ev reacts quickly, delivers artwork ahead of schedule and to a consistently high standard. The company doesn't just deliver pretty designs, but design solutions that work across all our marketing activities. That's exactly what we need."



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