

OCCON introduces new Logo

OCCON GmbH has created a new logo. Over the next few weeks OCCON will adapt their appearance to the new design. The web-applications will also take on the new look.



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“In order to express our attitude and business-image a little better, we felt it was time to modernize our logo says” Joachim Stellner, MD of OCCON.

The logo & claim was inspired by three particular meanings of the word “rock”

1. “That rocks” is a simple and a colloquial expression for something that you are fond of. This shall express the passion to deliver an excellent service to customers.
2. “To rock” also means swinging from side to side. This is definitely the case for the markets OCCON is working in.
3. Nowadays “to rock” also means to go to another place. As logistics is about movement of goods, this is fitting as well.

About OCCON

OCCON is an independent, ownermanaged consulting and software company based in Ludwigshafen, Germany. The service provider supports manufacturing and trading companies of various industries in transport procurement and logistics on global scale. Via their inhouse-developed platform www.occon.net a yearly spend volume of 3 bn USD is covered.

FOR FURTHER INFORMATION

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