CLX Global Rebranding – Accelleron Case Study

Challenge

- To undertake a global rebrand for ABB across all merchandise, buildings, offices and vehicles.
- 120 sites in 87 countries.
- External works required specific permits which were very difficult to obtain in some regions.
- Required port closures and carefully managed logistics.

Approach

- Our global project management team worked closely with client stakeholders to define the project scope in detail, covering costs, timelines and deliverables.
- A comprehensive project plan was created for every stage.
- Significant forward planning was essential, as many of the 120 sites required special approvals for external works including port access and closures.
- Leveraging our global supply chain, we executed a carefully coordinated implementation programme, with multiple elements delivered in parallel

Outcome

- Our end-to-end service and our network of suppliers delivered consistent results across all sites and elements.
- Strong brand guardianship and control were maintained throughout.
- Material standards and quality were rigorously assured.
- Project delivery caused minimal disruption to the client's day-to-day operations.





