

Integrine

Verbal identity

Client

HTP Medical is a Romanian company that offers solution integration services in the sanitary - construction, equipment, financial and management consulting for hospitals and other medical institutions.

Challenge

HTP Medical contacted Grapefruit for consulting services regarding a rebranding process because the company was often seen solely as a medical equipment supplier.

Solution

The new brand name created by Grapefruit—Integrine—is a direct hint at the service integration that differentiates the company in the eyes of its customers. To health professionals, the name also has a metaphorical meaning, since the integrins are a class of proteins that ensure the structural cohesion and integrity of the living cell.

