



Jul 31, 2013 08:00 GMT

## Cavotec “digitises” logo with LogoGrab app

We’ve teamed up with [smart phone app innovator LogoGrab](#) to enable customers, suppliers and the general public to interact more easily with Cavotec.

“We’ve “digitised” our logo, making it simpler for people to engage with us. It couldn’t be easier to use, and the beauty of it is, that it uses our existing logo,” says Julia Weinhart, Manager, Cavotec Group Communications & PR.

LogoGrab reads company logos much the same way as a QR code to link to

content such as homepages, social media channels, event news or promotions. The technology uses existing logos: there is no need to incorporate QR codes.

Anyone who downloads the LogoGrab application to their smartphone will be able to use the app to read the Cavotec logo wherever it appears – print advertisements, event panels, financial reports, even a Cavotec product – and the phone will instantly direct the user to Cavotec content on the phone's internet browser.

“We're delighted Cavotec has taken the time to connect their logo to LogoGrab. The app is an ideal way for people to connect with the brands they want to do business with or that they are interested in,” says LogoGrab Co-founder Luca Boschin.

LogoGrab, based in Switzerland currently expanding in the US market, was established in 2012. The company already has some 600 customers ranging from small firms and sports clubs, to mid-size corporations and major multinationals.

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Cavotec is a leading cleantech company that develops connection and electrification solutions that enable the decarbonisation of ports and industrial applications.

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