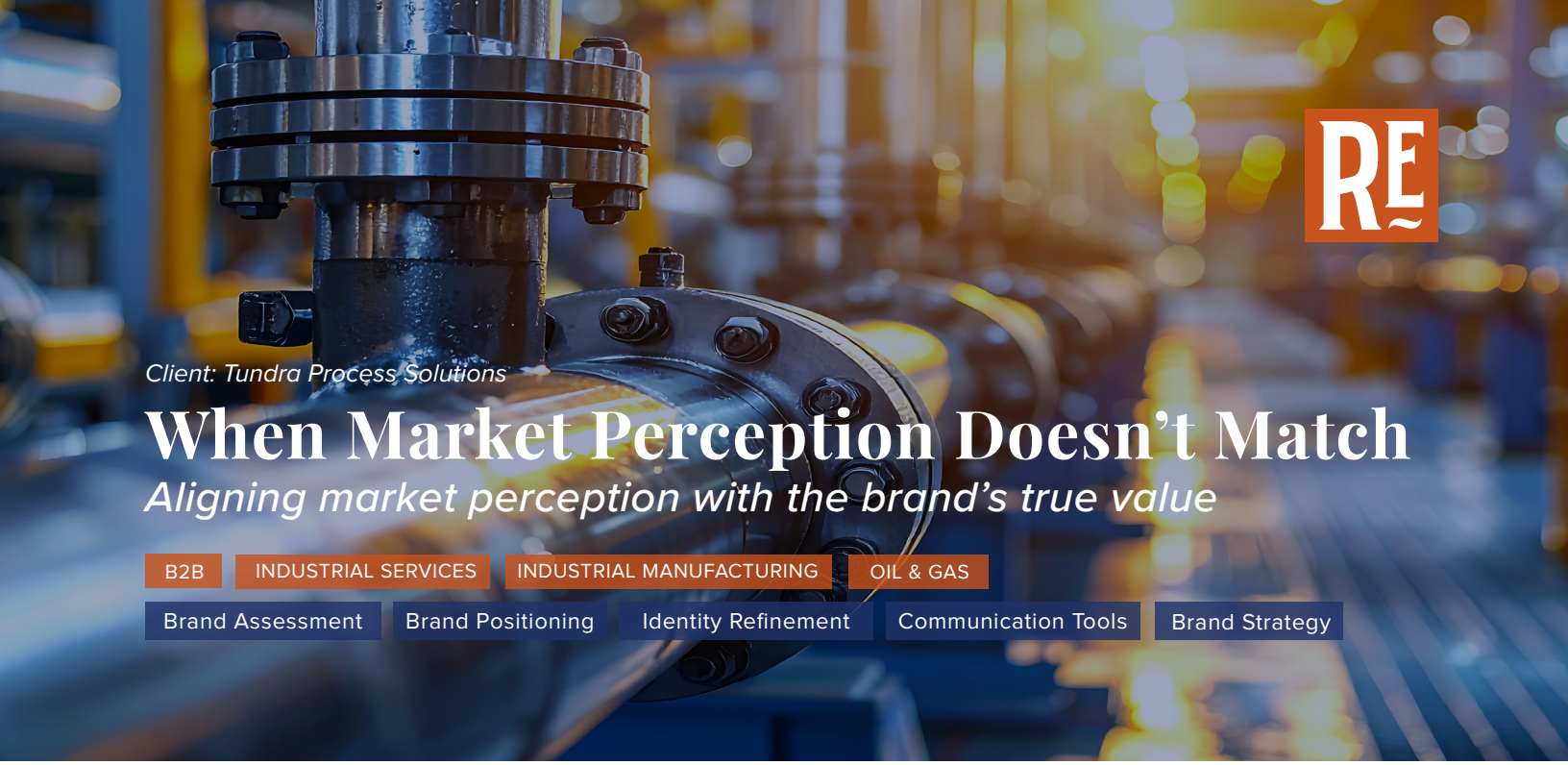

Client: Tundra Process Solutions

When Market Perception Doesn't Match

Aligning market perception with the brand's true value

B2B | INDUSTRIAL SERVICES | INDUSTRIAL MANUFACTURING | OIL & GAS

Brand Assessment | Brand Positioning | Identity Refinement | Communication Tools | Brand Strategy

Tundra Process Solutions had grown into a respected leader in industrial equipment and process solutions over more than two decades. But as the business expanded, its brand no longer reflected the scale, sophistication, or direction of the company.
The way Tundra saw its value, and the way the market understood it, were not the same.

The Situation

Operating across multiple industrial sectors, Tundra Process Solutions served a wide range of clients with equipment, automation, and process solutions.

Internally, the organization saw its strength in the breadth of its products and capabilities.

But in a competitive market, that was not what defined the company. What mattered more to clients was something else; something less visible, but more decisive.

The Discovery

While Tundra emphasized the breadth of its products in its communication, the market valued its service, responsiveness, and expertise.

This distinction revealed a clearer direction for the brand, one aligned with how the company was actually experienced.

THE IMPACT

A CLEARER POSITION
A brand defined by how it is experienced, not just what it offers.

STRONG MARKET PRESENCE
A more distinctive and recognizable identity across industries.

INTERNAL ALIGNMENT
A unified narrative across teams, roles, and disciplines.

A SYSTEM THAT SCALES
A foundation supporting expansion and investment.

The Realignment

The work shifted from defining what the company offered to clarifying how its value should be understood:

What truly defines the company in the eyes of its clients, and how should that be expressed?

A clear direction emerged, one that shifted the focus from what the company delivered to how it was experienced.

The brand was restructured to express:

- A positioning grounded in service and expertise, not product breadth
- A clearer and more focused position across multiple industries
- A unified narrative that connected teams, sectors, and offerings

A system that aligned how the company communicated internally and externally.

The Activation

The refined positioning was translated into a modernized and cohesive brand system.

- The visual identity was refreshed, evolving its form while preserving its equity.
- Messaging frameworks and communication tools were developed to ensure consistency across sales, engineering, and marketing.
- Workshops supported adoption across teams, helping employees internalize and apply the refined brand.

The brand became easier to express and more consistent to experience.

When market perception doesn't match,
the brand must be realigned.

This is the work Rebox does.

REBOX
A B2B BRAND DISTILLERY

Rebox helps organizations align what they build with what they stand for.

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