

BBM WITH NEW ORGANIZATIONAL STRUCTURE AND CORPORATE DESIGN



The new corporate design of the BBM Group emphasizes the three business units as pillars of a comprehensive product and performance range, while transferring the established logo to the new corporate design – with clear colors and structures.

The new corporate design of the BBM Group is aligned to the company's business development in recent years and creates unified visuals appropriate to the Mining, Civil Engineering and Mechanical engineering business segments, as well as to the Group as a whole.

As a key symbol of the BBM Group, the corporate design fittingly expresses that the sum of the parts equals the coherent whole that makes our portfolio a comprehensive and unique offering in the European marketplace. The new website of the BBM Group reflects the company's identity as well: modular yet interlinked.