

Media Release

GSL Consulting unveils its new market presence.

After almost 10 years the Management Consultancy Company for Logistics and Supply Chain Assessment and Optimization has a brand new market presence.

Biberist, April 2013 –GSL Consulting, the management consultancy firm now reveals its new quintessence.

The exercise to upgrade and revitalize our corporate design and corporate identity in order to differentiate ourselves even more clearly in the consultancy market began as far back as June 2012.

The new corporate logo with the missing top right-hand corner symbolizes the possible lack of structure or the lack of information on the part of our customers, which is filled out and supplemented once GSL Consulting steps in with its range of services.

“Helvetica“, a typically Swiss font has been adopted as the corporate typeface. It is clearly structured, and symbolizes reliability, trust, clarity and confidence – precisely the features which characterize the services of GSL Consulting.

With our new market presence, we would like to emphasize even more clearly our focus on the assessment of operational logistics and supply chain management.

About GSL Consulting

GSL Consulting is a management consultancy company specialized in logistics processes, Supply Chain Assessment and Optimization.

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