A hand holding a white hard hat against a background of an industrial facility with tall chimneys and structures. A large, faint watermark reading 'KARAM' is visible across the center of the image.

KARAM is a 25-year-old leading organization in PPE and safety with excellent global footprints. It is one thing to be a leader and it's another thing to be able to communicate it well . That is where Flags got associated with the organization and started creating a brand image as not just domestic, but global leaders. The corporate got a fresh outlook and Karam's over all brand awareness got truly refreshed.

CASE STUDY





ABOUT KARAM INDUSTRIES

KARAM is a leading global occupational safety brand with a vast portfolio of over 3500 certified products conforming to multiple national and international standards and exporting safety solutions to over 100 nations.

KARAM has a reputation as one of the finest global companies that provide world-class personal protective equipment (PPE), fall protection solutions, and fixed-line systems. Beyond business, it is a responsible brand that values empowering people, uplifting society, and enriching the environment.



FLAGS COMMUNICATION ROLE IN THE ORGANISATION

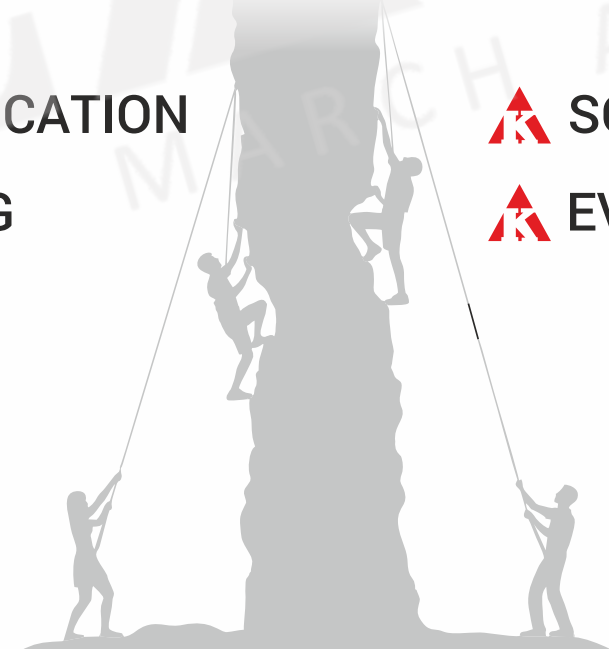
Flags Communication came on board as the brand strategy and creative agency and our primary role was to enhance the brand's visibility and communicate about its leadership, vision and products, which make them a global leader in PPE.

 **CORPORATE COMMUNICATION**

 **CORPORATE BRANDING**

 **SOCIAL MEDIA HANDLING**

 **EVENTS & EXHIBITIONS**



INITIAL BRAND CHALLENGES

- ⚠ Despite being the number one player in the sector, brand legacy has not been communicated well
- ⚠ The grandness and USP of the brand have not been well communicated
- ⚠ The products were not well placed and communicated to the target group and in the market
- ⚠ Brand lacked aesthetics
- ⚠ The brand guidelines have not been defined properly

ROLE OF **FLAGS**

As their creative agency, Flags took up the complete exercise for KARAM Industries –to establish its brand supremacy in the market through proper corporate communication . The steps followed were:

- ▲ Understanding the PPE Market
- ▲ Detailed competition analysis was done to understand the competitors' positioning and communication with regard to brands and products
- ▲ Establishing brand leadership in the communication and creative
- ▲ Defining the brand guidelines for corporate and product communication
- ▲ Customising the communication as per the product/technology/Target (B2B & B2C)
- ▲ Revamping the entire internal communication
- ▲ Revamping International communication
- ▲ Setting standard design and communication for the event/exhibitions branding

CATALOG DESIGN



BRAND COMMUNICATION



SAVING LIVES IS ALL THAT MATTERS!

With decades of expertise and years of dedication, we offer the finest quality and performance in industrial safety arena. Our product range includes a vast array of Personal Protective and Fall Protection Equipment, which ensures safety with the latest standards and several rounds of testing. We are proud of saving lives and allowing industries to have an amiable environment for work.

- 32 Offices Globally
- 2500+ Certified Products
- 3300+ Employee Strength
- 450+ Global Partners
- 6 State-of-the-Art Manufacturing Plants



KARAM industries

For more information contact:
www.karam.in | Customer Care Number: 1800 183 7685 | e-mail: customercare@karam.in

Marketing Offices: Delhi NCR | Mumbai | Bangalore | Kolkata | Ahmedabad | Chennai | Hyderabad | Pune | Vadodra | Lucknow

For training related queries visit karamtraining.com or mail us info@karam.in



COMMITTED TOWARDS PROTECTION & SAFETY TRAININGS

Connect with India's Leading PPE Brand and Training Consultant Today!

- India's Leading Personal Protective Equipment (PPE) Manufacturer
- Counted Amongst 'Top 10 Fall Protection Manufacturing Companies Across the Globe'
- Offering Training under Safety Division
- Pioneer in Fall Arrest in Safety Market
- First Indian Brand to Implement Backward Integrated Manufacturing Unit



KARAM industries

For more information contact:
www.karam.in | Customer Care Number: 1800 183 7685 | e-mail: customercare@karam.in

For training related queries visit karamtraining.com or mail us info@karam.in

Marketing Offices: Delhi NCR | Mumbai | Bangalore | Kolkata | Ahmedabad | Chennai | Hyderabad | Pune | Vadodra | Lucknow

PRODUCT COMMUNICATION



KARAM
knowing your needs better

20
YEARS
OF
INDIAN
INDUSTRY
SERVICE

SHELBLAST

For the Fearless Work Force

High temperature resistant | Free Size (Slider and Ratchet type adjustment)
Chin Cup for added comfort | Adjustable slider buckle

**Certified
EN 397:2012**

Four helmet variants are shown at the bottom: (Ref. PN 041), (Ref. PN 042), (Ref. PN 043), and (Ref. PN 044).

For further information contact:
KARAM INDUSTRIES
Marketing Offices: Delhi NCR | Mumbai | Bangalore | Kolkata | Ahmedabad | Chennai | Hyderabad | Pune | Indore
For Training related queries visit karamtraining.com or mail us at info@karam.in



KARAM
knowing your needs better

PROAUT

Specialised Cut Resistant Gloves Against Mechanical Hazards

WITHSTAND Harsh Working Environment with Safety Certified To The Latest Norm EN 388:2016

Safety Gloves never to be forgotten at work!

- Resistant to abrasion, cut, tear & puncture.
- Excellent grip, high comfort, breathability, and ergonomics.
- Different coatings to suit different work conditions and applications.
- Ensure 100% safety through a demarcated protective area.

HS01	HS11	HS21	HS22	HS31	HS41	HS51
Orange / red with Black Coated Lining	Orange / red with Black Coated Lining	Black / grey with Black PU Coating	Black / grey with Black PU Coating	Black / grey with Black PU Coating	Black / grey with Black PU Coating	Black / grey with Black PU Coating

KARAM INDUSTRIES
www.karam.in | Customer Care Number: 1800 180 1800 | e-mail: customerservice@karam.in
For training related queries visit karamtraining.com or mail us at info@karam.in

Marketing Offices: Delhi NCR | Mumbai | Bangalore | Kolkata | Ahmedabad | Chennai | Hyderabad | Pune | Indore | Lucknow

CAMPAIGNS

- ▲ Social media campaigns focusing on the products and trainings
- ▲ Campaigns focusing days related industries like National Safety Week, Road Safety



Product based campaigns for online medium
(social media, emailers, etc.)

CAMPAIGNS

- ▲ Social media campaigns focusing on the products and trainings
- ▲ Campaigns focusing days related industries like National Safety Week, Road Safety



KARAM
Serving your needs better

ENJOY
FREE SHIPPING
ON PURCHASE OF
RS. 500
OR MORE

**Ultimate Service,
Uncompromised Safety**

KARAM High Elevation Maintenance and Window Cleaning Kit

Designed to provide ultimate comfort and safety while working at height, this Kit fulfills all requirements of a personnel engaged in maintenance jobs at height.

Comprehensive KIT for easy access at height
Comes with Easy Carrying Back Pack bag
Length of Rope: 50mtr
Conforms to all relevant CE norms

Buy and Pay Online
Log on to www.karamonline.com

PN 651

PN651
PN651/PN651/2
PN650A
PN651/2
PN652/14MM
PN653/1.2N
PN650A/182MM
TOOL BAG PB12
KIT BAG PB 20



KARAM
Serving your needs better

PREMIUM SAFETY SHOES
Designed for those who've earned unrestricted access

FS64

- Soft breathable Suede leather Upper
- Perforated quarters for extended air flow
- Coated Outsole with wider cleats for higher grip and self-cleaning effect
- Breathable soft fleece Vamp lining
- Extra cushioned soft inbuilt in-sock
- Double density PU/TPU Outsole with wider cleats

Conforms to EN 20345:2011 & IS 15298: 2011 standards

- Anti Static
- Oil & Acid Resistant
- Anti Slip
- Anti Fatigue
- Heat & Abrasion Resistant
- Shock Absorbing Property

Log on to www.karamonline.com for Full Range of Personal Protection Equipments
Enjoy free shipping on purchase of Rs. 500 or more
Online Payment Facility Available

Product based campaigns for online medium
(social media, emailers, etc.)

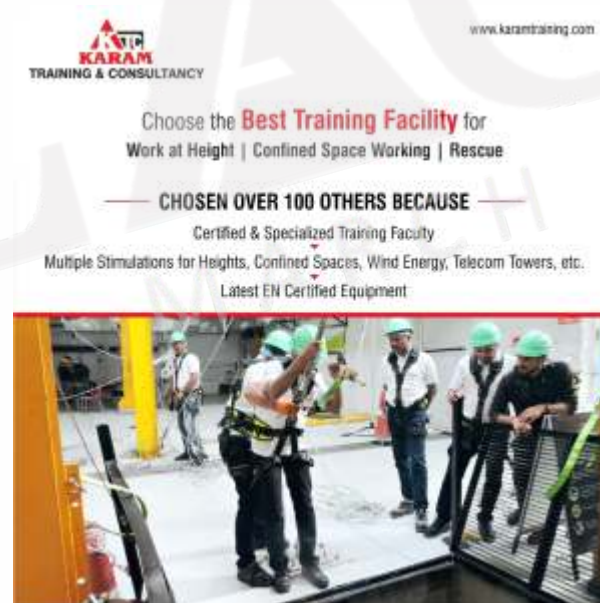
IRATA

- ▲ Flags was involved in one of the biggest training initiative of KARAM, IRATA.
- ▲ IRATA or Industrial Rope Access Trade Association, rope training that provides the skills, knowledge and certificate required to work at height where ropes.
- ▲ A complete digital awareness campaign was created for the same.



KARAM TRAINING CONSULTANCY-KTC

- ▲ Designing of KARAM Training Consultancy campaigns.
- ▲ A training activity focusing on necessary practical knowledge and skills to safety inspector, supervisors and people responsible for inspection, care, maintenance, storage and disposal of personal protective equipment (PPE).

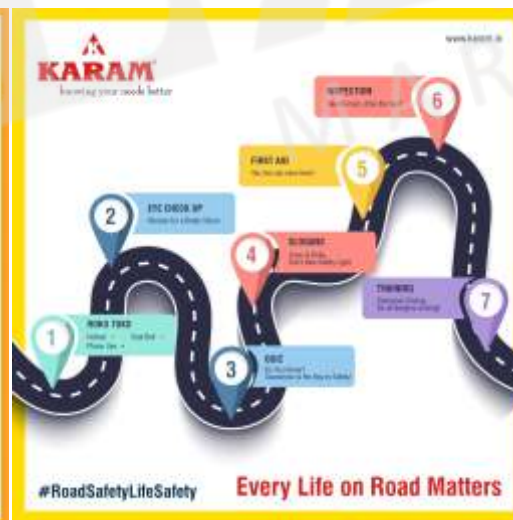
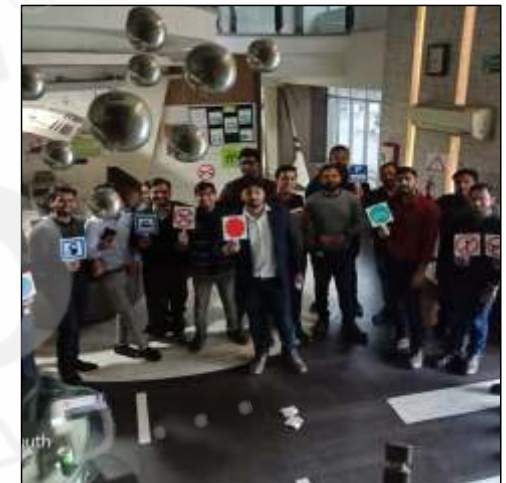


IMPORTANT DAYS EVENT

- ▲ Flags conceptualised a awareness campaigns like National Safety Week, Road Safety, etc, both digitally and in-house activity/ 360 degree communication.
- ▲ The campaigns were designed keeping the brands philosophy, products, mission and universal importance of the event while working in industries.



IMPORTANT DAYS EVENT



IMPORTANT DAYS EVENT



www.karam.in



Road Safety Week 2019

A week-long training sessions for effective awareness!

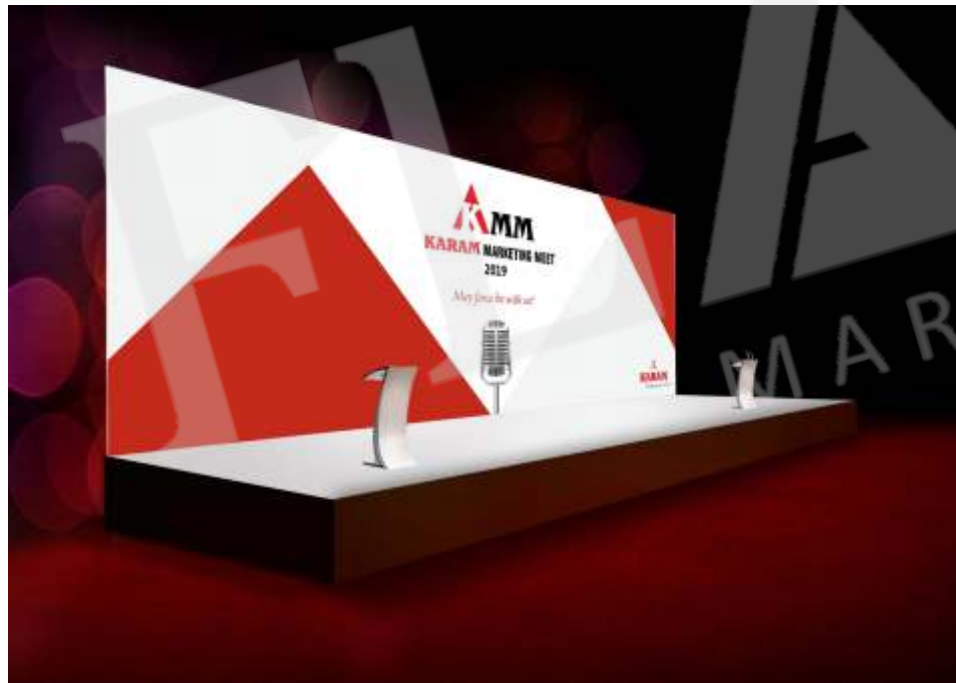


#RoadSafetyLifeSafety



KARAM MARKETING MEET-KKM

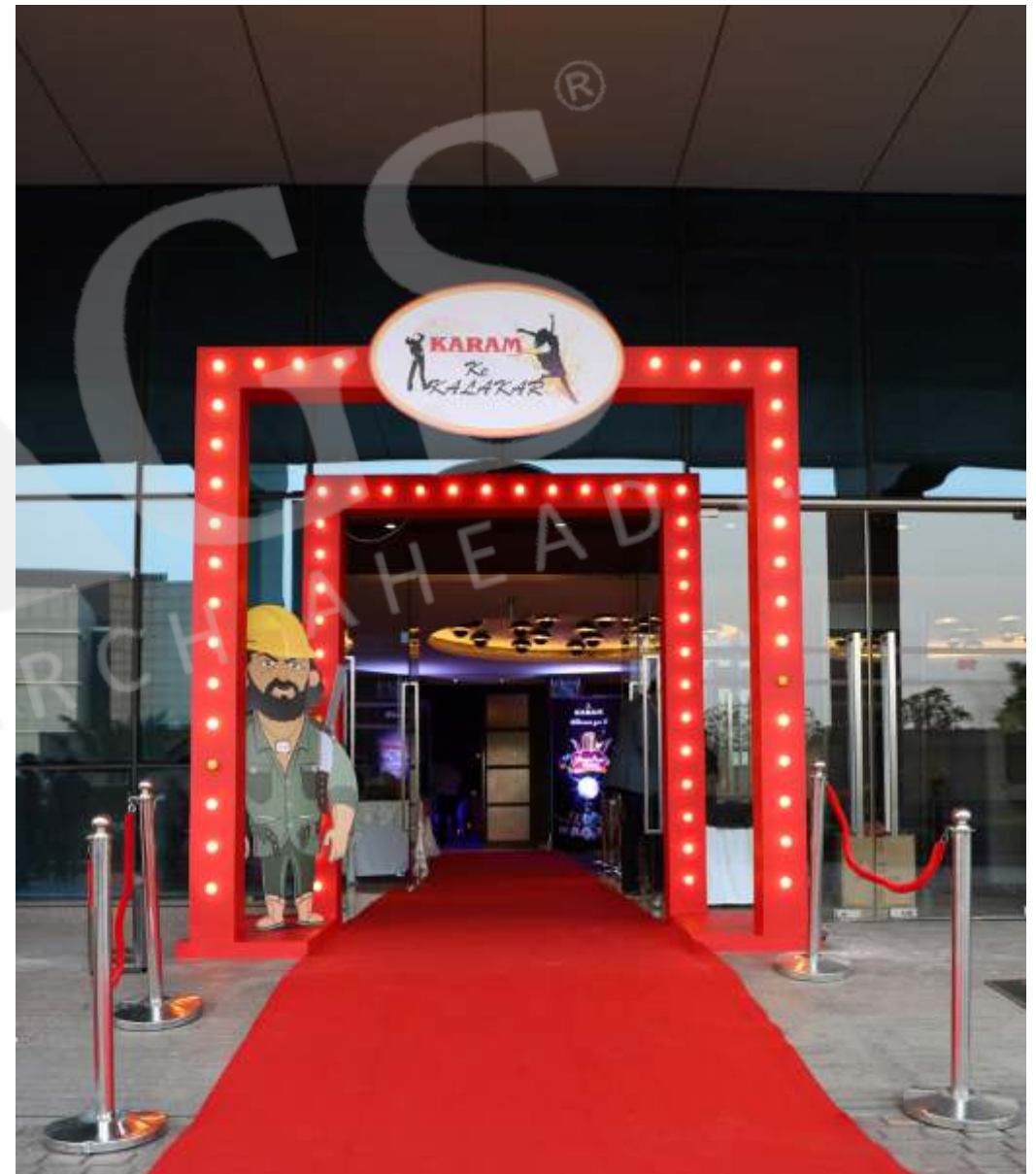
- ▲ KARAM Marketing Meet is an annual event for KARAM employees and associates. The event consists of two segments one corporate event and a second fun gala night called Jhankar Nights.
- ▲ The entire event was conceptualized and designed by Flags. The theme of the corporate event lies under “DISCUSS PROGRESSIVE BUSINESS APPROACH” and the theme of Jhankar Nights was retro Bollywood.



KARAM MARKETING MEET-KKM



KARAM MARKETING MEET-KKM



INTERNAL OFFICE BRANDING

Complete revamp of the internal branding was done in across all the offices to create corporate organisation.

**You win
when you help
others win.**



INTERNAL OFFICE BRANDING



EXHIBITION BRANDING

Flags redesigned the entire branding of the exhibitions and events which included major exhibitions related to PPE industry like:

▲ OSH India

▲ Roof India

▲ OSH Bangladesh

▲ CII

▲ DEF EXPO

▲ GIDMC



EXHIBITION BRANDING



FLAGS LAUNCHED BLACK AND DECKER IN THE INDIAN MARKET WITH KARAM INDUSTRIES



BLACK+DECKER

100 YEARS OF LEGACY

With a great legacy of 100 years, we are now coming to India with our Personal Protection Equipment Range. We look forward to help and protect the Indian consumers with our high quality product range which stands for ingenuity and value.

OSH Mumbai 2018
 Date- 29th and 30th Nov, 2018
 Stall No. - C-12A, Hall No. - 4
 Venue - Bombay Convention and Exhibition Centre, NIE, NESCO, Goregaon East, Mumbai, Maharashtra 400063

BLACK+DECKER® and the BLACK+DECKER® Logo are trademarks of The Black & Decker Corporation and are used under license. Manufactured and distributed by: KARAM Industries, Noida.

Marketing Offices - Mumbai, Bangalore and Kolkata
Corporate Office - KARAM Industries, D-95, Sector-2, Noida, U.P. - 201301
Contact Number - 0120-4897150 | Toll Free Number - 18001024381




ENRICH EVERYDAY LIFE WITH ENHANCED SAFETY OF BLACK AND DECKER

- ▶ HEAD PROTECTION
- ▶ EYE PROTECTION
- ▶ FACE PROTECTION
- ▶ HAND PROTECTION
- ▶ SAFETY FOOTWEAR
- ▶ INDUSTRIAL WORKWEAR

WORLD'S MOST TRUSTED PPE BRAND
www.blackanddecker.com

BLACK+DECKER



www.bndsafety.in

SUPERIOR SAFETY AND COMFORT GO HAND IN HAND
 Protective Hand Gloves Range

EN 388: 2016

FEEL EMPOWERED, STAY SAFE, LIVE MORE

BLACK+DECKER



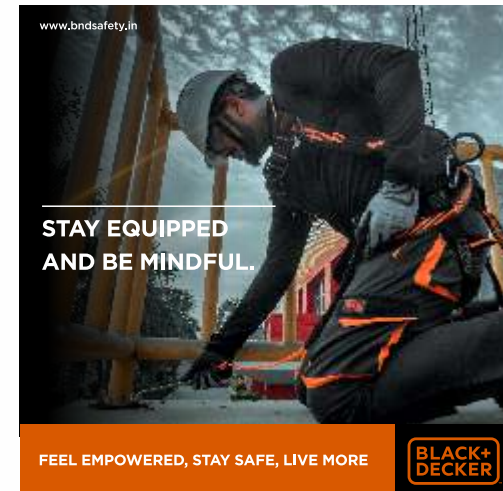
www.bndsafety.in

ENHANCED SAFETY THAT ENRICHES EVERYDAY LIFE

- ▶ HEAD PROTECTION
- ▶ EYE PROTECTION
- ▶ FACE PROTECTION
- ▶ HAND PROTECTION
- ▶ SAFETY FOOTWEAR
- ▶ INDUSTRIAL WORKWEAR

FEEL EMPOWERED, STAY SAFE, LIVE MORE

BLACK+DECKER



www.bndsafety.in

STAY EQUIPPED AND BE MINDFUL.

FEEL EMPOWERED, STAY SAFE, LIVE MORE

BLACK+DECKER

ACHIEVEMENTS

- ▲ Complete brand outlook was changed
- ▲ Finally positioned as the global players of safety & PPE products
- ▲ The corporate look and feel is much more visible in every aspect of the brand
- ▲ Brand products were well known and placed in the industry
- ▲ All efforts reflected well on brands ROI
- ▲ There is a visible change in brands positioning pre & post Flags era



THANK YOU
LET'S CONNECT @ 09310055885

