

# HANSEN YUNCKEN

## MEDIA RELEASE

17<sup>th</sup> July 2018

### **BOLD NEW BRAND FOR THE NEXT CENTURY**

**Celebrating 100 years of building, Hansen Yuncken, one of Australia's largest private commercial builders has today launched a powerful new brand, taking the iconic business into the next century of building Australia.**

Hansen Yuncken's CEO, Peter Salvesson, said "We are proud of our achievements over the last 100 years, completing thousands of projects valued more than \$100 billion in today's dollars."

The founders, Lauritz Hansen and Otto Yuncken, forged their successful partnership through dedication, determination, and pride in their work. That tradition continues today and into the future with Hansen Yuncken's new brand essence: **Driven by Challenge, Built with Pride.**

"Our bold new brand reflects one of confidence, strength, determination and assurance of the future.

We are very proud of our people and the projects we complete. Our iconic company provides a tailored, responsive and intimate service by working with a talented and experienced team and responding to industry dynamics." Peter said.

Hansen Yuncken's new brand symbolises its confident and responsive style, and commitment to taking on complex and challenging projects.

"Adopted to improve flexibility, visibility and support a contemporary and modern business, our three corporate colors offer durability for our future whilst retaining a contemporary and vivid yellow that has become part of the Hansen Yuncken DNA".

Charged with passion and pride, Hansen Yuncken aspire to deliver excellence, through experience and accountability, working together with clients to achieve exceptional building outcomes.

Hansen Yuncken is putting a new face on a 100-year-old company. They remain smart, considered, responsive and client focused.

A safe pair of hands, Hansen Yuncken are taking Australia's construction industry into the future.

**Continued....**

**Enclosed:**

Photo: Peter Salvesson, Hansen Yuncken CEO launches bold new brand.

*Jpeg available upon request.*



**ENDS**

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**About Hansen Yuncken**

*Hansen Yuncken, established in 1918, is Australia's largest private commercial construction contractor. The company employs more than 600 people around Australia with offices in Sydney, Melbourne, Adelaide, Hobart, Brisbane, Cairns, Newcastle, Albury/Wodonga and Shepparton.*

[www.hansenyuncken.com.au](http://www.hansenyuncken.com.au)