

our work

AMG Advanced Metallurgical Group N.V. annual report 2008



A complex story, a simple solution.

AMG is a leading global enterprise with varied business units and complex processes operating in a broad range of markets. It develops innovative metallurgical solutions for the following four markets focused on the reduction of CO₂ emissions: solar, recycling, fuel efficiency and nuclear. It was our mandate to communicate the advanced and innovative nature of the company, showing the strengths of the various business units and explaining how they interconnect.

Our solution?

We developed an icon for each of the markets. They served as a unifying element throughout the entire book as well a reminder about AMG's over arching goal: to apply its know-how to mitigate the effects of global warming. We used a bold colour palette inspired by the company's technology and featured AMG's advanced facilities. The entire document was printed on Forestry Stewardship Council (FSC) certified uncoated paper, and an html version was developed for easy on-screen viewing to reduce the need for printed copies. In addition, Equicom provided XBRL financial statements, an emerging technology that is changing global reporting. The completed annual report communicates the story of AMG with confidence, vision and excitement.

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