

February 19, 2013

## PAOUL GROWS EVEN FURTHER.

The image evolves and the quality remains as great as ever.

BACK

The growth in quality of the products and the fulfillment of customer needs, are the focal points of Paoul investment by redefining their marketing strategies and, not least, by a renewal of its image, with new tools. “What we want – explain the owners – is to come across as the dynamic company we are, but with a name for quality and reliability, with the know how from its over 45 years experience”.

The evolution of the image is part of a review of the brand, whose improvement over the years has followed the innovations of the footwear market: an elegant reinterpretation, with a new contemporary character.

A new corporate payoff, "The Italian Dance Shoes Brand", in order to highlight the uniqueness and the Italian origins of the entire chain production.

A new luxurious look to the package of the products: an elegant design, coating materials and machining sought to embellish and contain our shoes. Minimalism and simplicity, but also value and refinement, to express the quality of its Italian products.

Finally, a Seal of Quality will be applied on the boxes to counteract the falsification of our products, guaranteeing our customers of buying an original and exclusive Paoul product.



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**PAOUL™**  
The italian dance shoes brand



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