

Stratcom goes global

Issued by [Stratcom](#) 9 Mar 2015

Stratcom is a specialist packaging agency and a founding member of the "global local branding alliance" [glba]. Stratcom represents the African continent as part of six continents (Europe - Berlin , North America - New York, South America - São Paulo, Asia - China, Russia and Turkey) offering regional expertise on a global scale to create relevant, local packaging solutions.



The recently launched alliance held its biannual meeting in Johannesburg in February. The event was host by Stratcom, the South African member of the packaging design network. Founded by Gail Macleod, the business is one of the first truly integrated African packaging companies.

Service offerings include but are not limited too:

- Concept
- Sketching
- Naming and architecture to logo
- Design, including cost optimisation audits and structural brand packaging engineering. A truly 360 degree to *"packaging that speaks volumes"*.

The agencies in the network all have over 20 years experience, enabling them to work alongside brands at each stage of development. Each office is also staffed with specialists across all design disciplines.

The glba at Stratcom's offices in Bryanston, Johannesburg South Africa:



www.stratcom.co.za [Packaging that speaks volumes]

www.glba.com [local experts providing global perspective]

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