

Merger sees new strategic design company emerge

The merger of [Liquidlab](#) and [Fuel Design](#) has formed a new strategic design company, Red Crown Design. The Bester Burke Slings Group has acquired a 51% share in this new compar

RED CROWN

Aardt Davidtz (former MD of Liquidlab) assumes the position of MD and Rob de Sousa (former creative director of Fuel Design) remains as a creative director in the new company.



Aardt Davidtz and Rob de Sousa

Both Liquidlab and Fuel Design operated successfully in the design and branding arena over the past 12 years, with Liquidlab focused on packaging design and Fuel Design on corporate identity development and design across multiple elements. Their clients included Woolworths, Sea Harvest, Ceres Beverage Company, Nola, Sasko, Faircape, Duram, Jack Black Beer and the Wavescape Film Festival.

Red Crown will now combine these collective talents to deliver strategically led brand and packaging design solutions that positively influence consumer purchase behaviour and client return on investment. For more go to www.redcrown.co.za.