



**Envirok a surety platform for ethical and responsible enterprise UK : November, 2010**  
**ENVIROK PressRelease/ --**

Concieved and Designed by the Think Tank MEDIIA Communications to maximize future commercial activity and emerging market oppourtunities through the optimization of client, consumer and future stakeholder engagement.

Their challenge was to develop a strong modern commercial identity which could adapt and respond to the worlds ever changing markets.

Auditive: Double Meaning » Double Impact The pronounced sounds emitted from the commercial identity ENVIROK provide both surety and market confidence.

"ENVIR-OK" as in OK "ENVI -ROK" as in Rock (solid)

Visual: The ENVIROK logo's and future impact branding » have been designed to focus on mass market's engagement to optimize commercial activity and regional market penetration : The "OK" represents an individual allowing for personal appeal, allowing for a client, consumer or key decision maker to identify with their local commercial and social environment's, where the letter "K" acts as a directional arrow attracting and driving their attention towards environmental / sustainable and efficient products, solutions and services

One of the worlds leading brands to effectively apply these subliminal phsycology and design principles for personal appeal and mass market engagement is Nokia



Kinetic: The People the Planet and Our Environment : Together We Make a Global Impact

The Commercial Impact and Marketing Power of ENVIROK is second to none

A Unique Opportunity: The Foundations for Commercial / Global Enterprise: ENVIROK is now available to the open market, We are now looking to receive offers from any interested parties

Further Insight visit : ENVIROK - [www.envirok.com](http://www.envirok.com) UK Europe USA Asia India China

Define a regional market presence for the now and foreseeble future

MEDIIA Communications:

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The MEDIIA Group : Design Innovate Integrate