



GRACE

For most of its modern history W.R. Grace and Co. focused on individual products and business units rather than its corporate brand. This “holding company” approach - coupled with high profile environmental events - left outsiders with a distorted view of Grace. Customers, communities, regulators and

politicians had an incomplete and oftentimes distorted picture of what Grace was and the value it brought to everyday life. Grace was determined to strengthen its image and sought our guidance on how to transition its brand from that of a holding company to a modern, vibrant industrial entity.

