
BrandNew

Welcome to the new
Smoothwall



Transforming technology, transforming Smoothwall

Welcome to our brand

There are many exciting developments happening throughout Smoothwall. We're taking our solutions, our support and our customer relationships to new heights to ensure that, as our digital world evolves, we keep our customers one step ahead. Another important development is our brand.

The logo for Smoothwall, featuring the word "smoothwall" in a lowercase, teal-colored sans-serif font, with a registered trademark symbol (®) to the upper right of the "l".

Why a new brand?

We have revitalized our brand to better convey who we are.

Smoothwall is a pioneer in our field. From our humble beginnings in 2000 we have grown into an award-winning organization supporting over 4 million users and partners in more than 60 countries around the world. It's a deep expertise our customers depend on and a trajectory of excellence we intend to continue.

We were no longer communicating this as powerfully as we could. We had outgrown our brand.

Getting to know the new Smoothwall

Our new brand is not just about us looking smart. It contains a promise to our customers to become the most trustworthy safeguarding provider in the world.

Our logo contains our 'Circle of Trust'. A small but significant graphic that reiterates our mission everyday. It reminds us that we must be relentless in our pursuit of this mission and that our pursuit must transcend every corner of our business.

And it does.

Our work is guided by 3 company-wide commitments



Communication

If our customers don't see the risks, they can't take the steps needed to mitigate them. It's our job to empower organizations by educating them on what, why and how to improve their digital safeguarding strategies.



Creation

We will develop technologies and solutions that are innovative, dependable, and keep our customers one step ahead in the evolving world of digital safety. Everything we produce is based on these exacting standards.



Customer Care

When our customers need us, we're there. Fast and efficient, knowledgeable and helpful. Our goal is to deliver some of the best customer care in the world.

Looking ahead

Along with our new brand we start 2019 with an exciting and innovative technology roadmap. We are launching new solutions including Smoothwall Classroom Manager, and expanding current ones including Cloud Filter.

Our customers have played a pivotal role in helping shape these new developments.

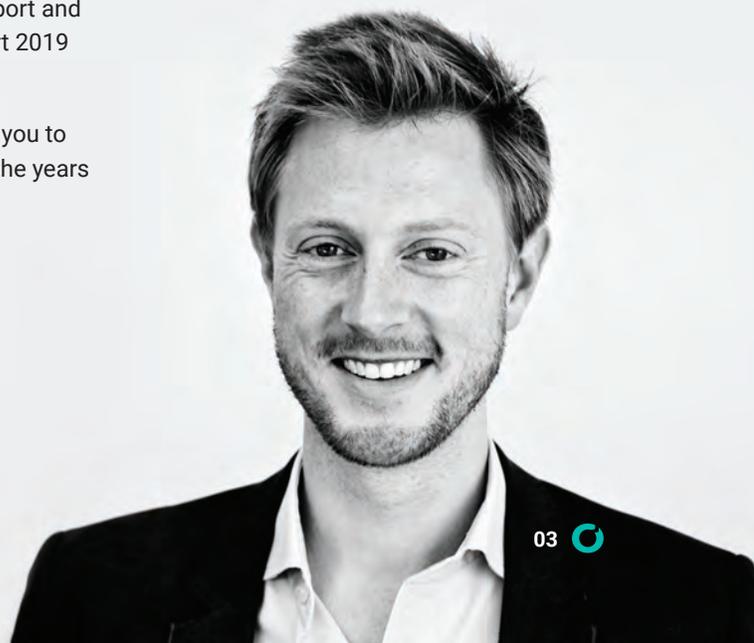
Be on the look out for more details on our developments. We'll be sharing more very soon.

Thank you

I would like to personally thank our customers for their ongoing support and our passionate Smoothwall team for their energy and talent. We start 2019 better positioned than ever to support and grow with you.

As always, our team is here to answer your questions and work with you to ensure the digital safety of the people in your care, both now and in the years to come.

Georg Ell
CEO, Smoothwall



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