

# LaboRen

LaboRen chose Exclaimer Cloud - Signatures for Office 365 to create a consistent brand image across all users' email signatures.

LaboRen is a Denmark-based cleanroom equipment and consumer goods supplier for manufacturing environments in the pharmaceutical industry, electronics industry and healthcare sectors. It provides goods such as cleaning materials, particle counters and personal protective equipment.

## The need for a unified company signature

The ability to promote "brand" is very important to an organization's identity. However, ensuring said branding is consistent across multiple platforms can sometimes prove difficult. Email signatures are often a big challenge for consistent branding, particularly if companies rely on their employees to manage their own signatures. Many companies, therefore, will look for a third-party solution to centrally manage their users' email signatures, as was the case for LaboRen.

"We needed a centralized solution for managing email signatures with the possibility to design the signature as we wanted," said



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- cleanroom technology



COUNTRY: **DENMARK**



INDUSTRY: **CLEANROOM EQUIPMENT SUPPLIER**



FOUNDED: **1997**

IT'S VERY EASY  
TO SWITCH SIGNATURES  
IN EXCLAIMER CLOUD  
- SIGNATURES FOR OFFICE 365.

**ULRIK FARLOV-QVIST**  
IT MANAGER

Ulrik Farlov-Qvist, IT Manager at LaboRen. "Each employee managed their own signature and we wanted to streamline our corporate visual image and unify the signature template."

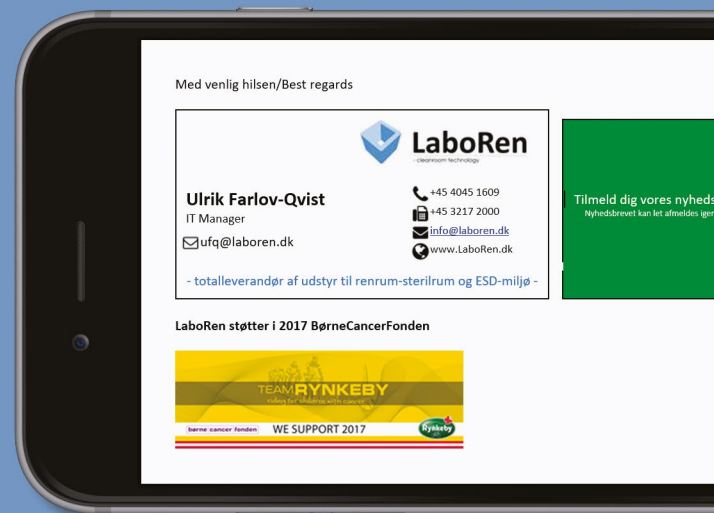
"We had moved to Office 365 a few years ago and decided that a cloud-based signature solution was the best thing to go for. I had used Exclaimer software at a previous company and discovered they had a solution for Office 365," he continued.

## Testing the template

"We signed up for a trial of Exclaimer Cloud - Signatures for Office 365 and tested one of the pre-built templates. It didn't take long to setup after finalizing the information we wanted to include in our signature," stated Mr Farlov-Qvist.

"I soon wanted to freely design the signature myself, and I found out from the Exclaimer Sales team that a new drag-and-drop signature designer was available. The editor was simple-to-use and did not require any special IT skills."

[www.exclaimer.com](http://www.exclaimer.com)



## Easy management

"It's very easy to switch signatures in Exclaimer Cloud - Signatures for Office 365 if we have a new campaign to promote," finalized Mr Farlov-Qvist. "It's great that I can now easily manage LaboRen's email signatures, ensuring all signatures we send feature the LaboRen brand."



Certificate Number 14108  
ISO 27001:2013