



Press Statement

1st February 2012

CEETRA Unveil New Identity

The Central and Eastern European Travel Retail Association have today released a new logo for the organisation. The adoption of the modern logo is the first step in establishing the brand identity of CEETRA.

The new logo was chosen from a series of designs created by the Advertising Agency Terrahe and has been provided to CEETRA as a gift from Gebr. Heinemann to welcome the establishment of the organisation and demonstrate their firm commitment to its future success.

Alan Bork, Budapest Airport, who is spearheading the formation of CEETRA, thanked Gebr. Heinemann for this generous contribution commenting;

“We are very happy to see such strong enthusiasm amongst the industry for the establishment of the Central and Eastern European Travel Retail Association. This contribution from Gebr. Heinemann demonstrates the positive attitude our initiative has been met with and speaks volumes for the close partnerships that we are already forming within the industry.”

We are looking forward to building on these good relationships and reaching out to other organisations to welcome them into CEETRA as we promote the interests of duty free and travel retail throughout the Central and Eastern European region.”

The new logo will feature in all of CEETRA’s future communications and will form the basis of the organisation’s branding over the coming weeks.

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