



Press Release

22nd January 2009

New logo gives BML International, UK vision for the future

The internationally known travel and exhibition marketing and promotion company, **BML International, UK** has just launched its new company logo.

The totally new concept was designed to incorporate three important elements;

- The Greek key symbol for devotion and continuity
- A shield for protection
- The Macedonian Star symbolising the strength of Alexander the Great.

By combining the three ancient symbols, the end result gives a new, modern, fresh and bold image that represents the company's philosophy and characteristics.

General Director, Dimitri Laspas commented '*The new logo has taken a great deal of time to come together and is a complete departure of the previous image. However, we were keen to ensure our message was the same, dedication, professionalism and strength*'.

The new logo will now be used across all **BML International, UK's** promotions as well as through its membership of **World Exhibitions Club** and via its international promotion through the e-news, **TOURISM AROUND THE WORLD MONTHLY**.

For more information on **BML International, UK**, please visit:

www.bmlinternational.co.uk

Partner of



World Exhibitions Club
www.wecexhibitions.com