



FlavourSys Announces Company Rebrand to Projective Technology

Berlin, 20th of March 2019

FlavourSys Technology is relaunching the company as Projective Technology to emphasize its core value to efficient project workflows.

FlavourSys, the company behind Strawberry and Osiris, today announced that it has changed its company name to **Projective Technology**, effective immediately. This rebranding is intended to better align the brand with its core values. With this rebranding exercise, the company is finalizing its successful transformation after new leadership took over in December 2017.

“We’ve come a long way over the past year, and the timing was right to make a change. We wanted to highlight what makes us different: helping our customers better manage their creative projects,” *explains CEO Derek Barrilleaux*. “Project sharing, controlling project access and managing project storage, everything our customers need to make those project workflows work for them. We are all about the project,” *Barrilleaux concludes*.

The company’s product names, such as Strawberry, Predator and Osiris will remain unchanged and all product development continues apace. Strawberry, a project-based Production Asset Management tool, is the company’s flagship product. Strawberry is used by broadcasters, post production houses, ad agencies and film schools all over the world. Its iconic blue strawberry will remain the company logo image. The new company domain is **www.projective.io**.

“The focus of our development has always been to marry best of breed IT knowledge and technology with our expertise and deep understanding of what the creative teams need”, says *Co-founder and Head of Development Marco Stahl*. “Many productions really struggle with storage chaos around their editing projects, and Strawberry and Osiris are designed for them. Now our company name better reflects this value,” *clarifies Stahl*.

Another aspect of the company rebrand is the office move to Berlin Mitte, the creative and hip center of Germany’s capital. The new address is:

Projective Technology GmbH

Oberwallstrasse 7

10117 Berlin, Germany

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www.projective.io

About Projective (formerly known as FlavourSys)

Projective Technology GmbH is dedicated to revolutionizing how content production happens. By focusing on the creative user and providing innovative technical solutions to production storage problems, Projective offers a fundamentally different approach to production storage

and editing projects. Strawberry, Projective's flagship Production Asset Management application, was created by editors for editors, and is a recipient of the IBC Broadcast Engineering Award. Strawberry is used by broadcasters, production houses, ad agencies, film schools, and sports clubs worldwide.

For more information about Projective solutions, visit www.projective.io or connect with Projective on [LinkedIn](#), [Facebook](#) or [Twitter](#).

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New Company Logo:

