

EQUALS

THREE®



Your plus one for growth

equalsthree.be

Intro

Your plus one for growth

We create impact for ambitious companies through strategy, design, marketing and financial planning.

Growth comes in many forms. By combining your market knowledge with our unique expertise in strategy, design, marketing and finance, we discover opportunities, identify your next steps towards growth, and walk them together.

Whether you're an established company or an ambitious start-up, we are ready to push our boundaries to achieve your national and international business goals.



Sectors we thrive in

Lifestyle products

Fast-moving consumer goods

Consumer services

Business services

Nonprofit organisations





doomoo



brepols



Grandeco



Hedgren



fantail



roltex

Healthy Habits



NOVY



CANDART



shinn

Bubbly Doo

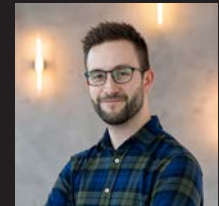
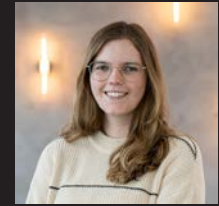
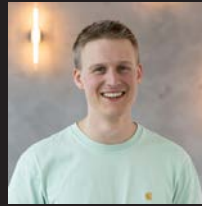
MIOMIA



CANTATA

Helping you grow since 2012

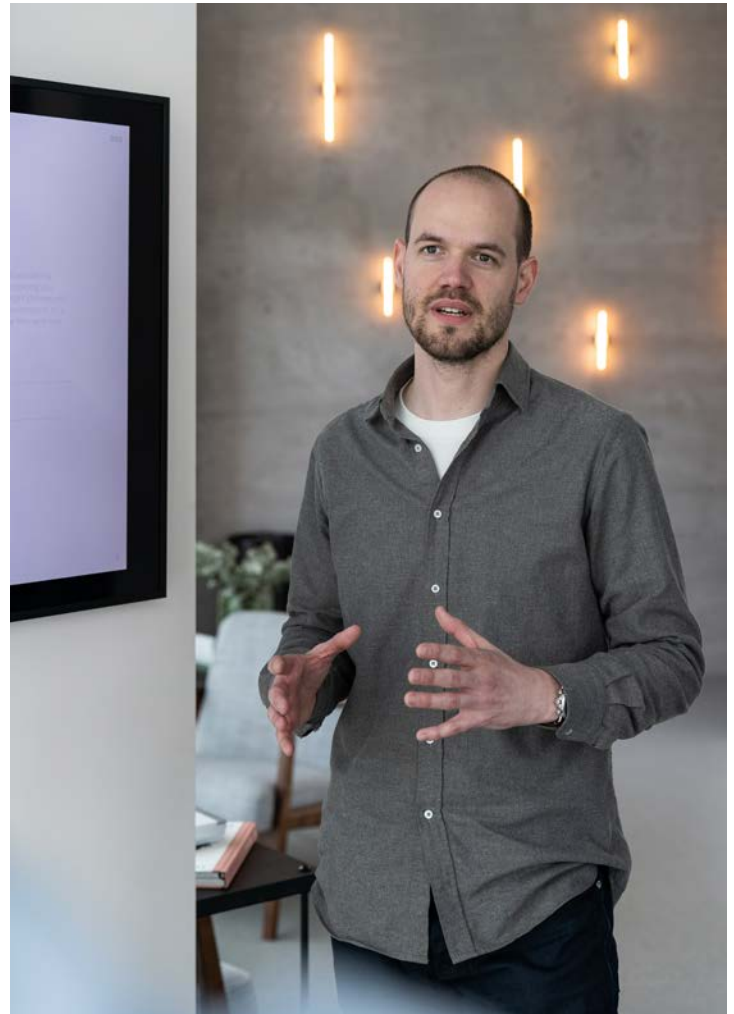
Through our holistic approach, we take both our clients and our team to the next level. This way, we make sure that every action results in a greater value than the sum of its parts. Our name says it all, really.



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Businesses can make our world a better place. By taking risks, innovating, investing in people ... they lay the foundation for a better future. Equals Three wants to help companies and entrepreneurs to achieve success, realize their dreams, and maximize their positive impact on society. It's our own way to make a difference.

Orlando Thuysbaert
Founding partner at Equals Three



Expertise



Future strategy



Business strategy

Brand strategy

Product strategy

Touchpoint strategy

Market activation strategy

Financial strategy



Brand design



Brand story

Brand naming

Art direction

Verbal identity

Visual identity

Photo- & videography



Product development



Ideation & concepting

3D modeling & styling

Technical design

Prototyping

Production sourcing

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Touchpoint creation



Stationery & print

Packaging & POS

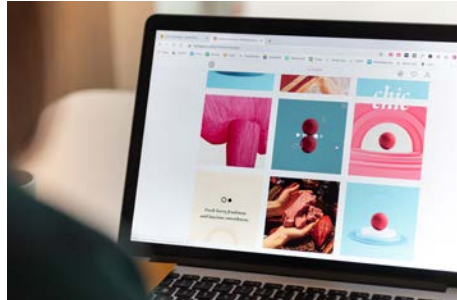
Websites & webshops

Digital templates

Commercial space design



Market activation



Content plan

Creative campaigns

Content creation

Digital activation

Performance marketing



Financial planning



Financing & funding

Grants & subsidies

Valuation

Buying a business

Selling a business

Work

Loop Earplugs

Strategy / Products



Your plus one for growth



Amuse

Strategy / Branding / Products / Touchpoints / Activation

MM Antverpia

Strategy / Branding / Products / Touchpoints



Shinn

Strategy / Branding / Products / Touchpoints



Maison Macolat

Strategy / Branding / Products / Touchpoints / Activation / Finance

Your plus one for growth

Fantail

Strategy / Branding / Products / Touchpoints / Finance





Cuf Watches

Strategy / Branding / Products / Touchpoints

Doomoo

Strategy / Branding / Products / Touchpoints / Activation / Finance



Work



Hirsch

Strategy / Branding / Products / Touchpoints

Your plus one for growth

Brepols

Strategy / Branding / Products





Pomton

Strategy / Branding / Products / Touchpoints / Activation

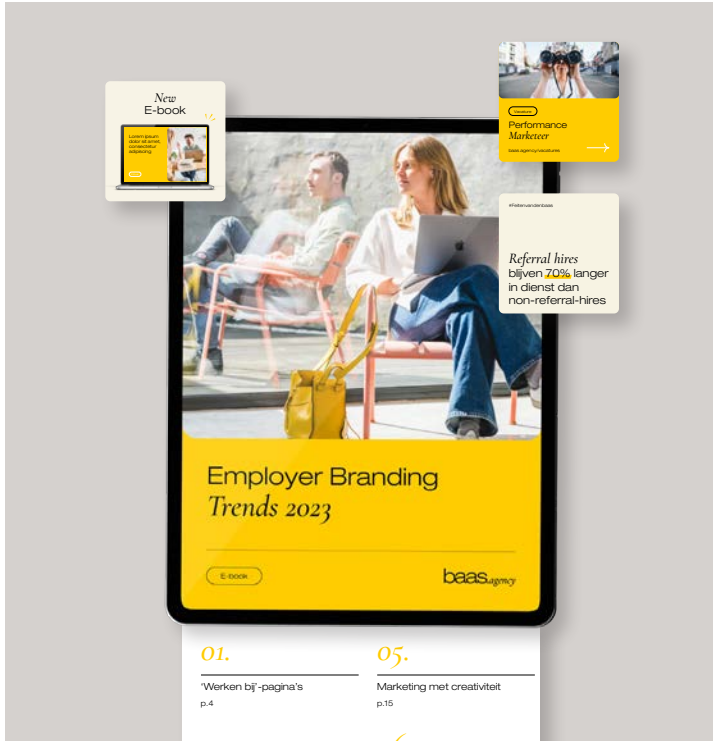
KDG Career Center

Strategy / Branding / Touchpoints / Activation



Baas.

Strategy / Branding / Touchpoints



Gloco Learning

Strategy / Branding / Touchpoints

Fanforce

Strategy / Branding / Product / Touchpoints / Finance



Veloplan

Strategy / Branding / Touchpoints / Finance

Different ways
of working
together,
different ways
of growing
together.

Future growth plan

Growth can be achieved in many ways. But which one(s) suit your company the best? Together, we discover different paths for the future of your company, based on your personal ambitions as an entrepreneur and your business strategy. Next, we define the actions you have to take and the financial means you need to get where you want to be.

Rebranding

Want to expand your market, offering or audience? Want to adapt your branding to a new company vision? Or is your current branding simply outdated? Whatever the reason, trust Equals Three to create a contemporary and durable new brand that sets you up for success.

New product concepting

Do you have an exciting product idea that will shake things up in your market? Is it high time to redesign an existing product to attract a broader audience? Or are you looking for help with research and idea generation? Our designers listen to your goals and wishes, and transform them from rough ideas into refined visualized concepts.

Continuous marketing support

Websites, print, social media, ... From creating attractive online and offline touchpoints to achieving the desired results by activating them, Equals Three is your marketing support. Don't have an internal marketing team or do you need extra capacity? Count on us to make it happen.

Growth as a service

Growth requires continuous efforts in strategy, design, marketing and financial planning. Are you looking for professional support to grow your company? And do you want to avoid the stress of having to work with many different partners? Equals Three has the right strategic, creative and financial expertise to achieve your goals step by step.

Sell your company

When selling your company, preparation is key to maximize success. We support you throughout your entire sales journey: we identify high-potential paths and help you choose the right one, brand your business profile, reach out to our extensive network of potential buyers, bankers and investors and guide you toward a seamless deal.



“

Equals Three listens carefully to each briefing, dares to challenge us with well-founded arguments, and delivers results that are usually better than what we had in mind. Our collaboration has been foundational to the growth of our brands for the past seven years.

Myriam De Brucker
CEO of DBP Plastics & Amuse



“

Equals Three challenged our initial product idea, verified it through customer insights and showed the necessary engineering and design power to translate it into a manufacturable product. We are very excited to see this product go live.

Robrecht Van Velthoven
Product Manager at Loop Earplugs



“

Equals Three are mind readers. They bring all stakeholders to the table, ask a lot of questions, challenge, and deliver a beautiful result. With our rebranding, they brought our company to life exactly as we wanted - even better. I'm grateful for this collaboration.

Thierry Desmet
CEO of Valor Services Group



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From our rebranding and packaging to our website, a tv-campaign, and more, Equals Three was able to come up with unique and commercially attractive designs and touchpoints in a crowded market. I am sure we will be working together fruitfully in the future.

Nathan Rosenberg
Founder of Pomton



"

We've been working closely together with Equals Three for over 10 years. They help us grow through brand design, product development, communication ... every day. They are a true partner that we are happy to have at our side!

Philippe Teurlings
CEO of Doomoo



"

Equals Three took Fantail to a much higher level, both in terms of brand identity and product innovation. Without them, this would have taken several years longer. They are all such talented and mature people. It feels like they are an extension of our team.

Samuel Van Lathem
CEO of Vadigran & Fantail

Expertise in the spotlight

Financial planning

Do you want to grow organically or expand through acquisitions? What funds do you need and how can you raise them? What's the worth of your company? Financial planning is all about creating tailored solutions to reshape your horizon, empowering your growth through financial solutions and giving you peace of mind regarding the future of your business. Count on us to help you make the right decisions to turn your dreams into reality and maximize your return on investment.

Financing & funding

Grants & subsidies

Valuation

Buying a business

Selling a business

Confidentiality

Objectivity

Human touch

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Entrepreneurs work hard every day to build something that is truly their own. Through our M&A services, we help them grow their business in a way that fits them perfectly or sell it to just the right buyer. By making the process as personal and straightforward as possible, and supporting our clients every step of the way, we give them the peace of mind they deserve.

Joëll De Smet
Partner at Equals Three



What's your story?

Whether you have a little question or a serious business challenge, we're happy to listen to your story.

Strategy, design & marketing
Mathias Schaubroeck

mathias@equalsthree.be
+32 486 21 22 99

Financial planning
Joëll De Smet

joell@equalsthree.be
+32 474 92 78 05

Augustinessenplein 31
2018 Antwerp, Belgium

hello@equalsthree.be
equalsthree.be





AMARETTO 1905
LIQUEUR

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MM
ANTVERPIA

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LIQUEUR

Brand, product & packaging design for MM Antverpia

