

Johanes Krikorian  
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To whom it may concern:

TRUD JSC produces a wide range of dense and lightweight refractory products and materials, as well as clinker paving products. With constant investments in equipment, technologies and innovations the company continuously increases its capacity and expands its market positions. Positions, which keep the brand name "TRUD" as a symbol of reliability, quality and innovativeness for 120 years now.

I would highly recommend the services of Bernstein & Co Ltd. They consulted us on business development, sales strategy and branding redesign. The result is an innovated and modern brand, while respecting and keeping the background and history of the company.

Thanks to our cooperation with Bernstein and their valuable advisory services we managed to introduce TRUD to new markets and we gained new customers in Europe.

Sincerely,

  
Johanes Krikorian  
Executive Director  
TRUD JSC