

# Cristiano Buerger

Tecnoblu



“ I saw an opportunity to transform the role of clothing tags and labels. ”

<b>COUNTRY</b>	Brazil
<b>INDUSTRY</b>	Consumer
<b>EMPLOYEES</b>	192
<b>YEAR SELECTED</b>	2008
<b>PARTNER</b>	Edmur Polli
<b>WEBSITE</b>	<a href="http://www.tecnoblu.com.br/">www.tecnoblu.com.br/</a>

## COMPANY SNAPSHOT

Cristiano and Edmur have revolutionized the label industry in Brazil by transforming a simple commodity into a value-added fashion product. Their company, Tecnoblu, creates unique and creative labels, tags, and packaging for Brazil's booming clothing industry, particularly in the high-end jeanswear segment. In 2009, Tecnoblu was nominated for Ernst & Young's Entrepreneur of the Year award in the Emerging Market category.

## ENDEAVOR AND TECNOBLU

The Entrepreneurs have benefited from mentorship in the areas of packaging, printing, and potential markets.

They are helping Endeavor to open a new office in Southern Brazil.