

Cristiano Buerger

Tecnoblu



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

COUNTRY	Brazil
INDUSTRY	Consumer
EMPLOYEES	192
YEAR SELECTED	2008
PARTNER	Edmur Polli
WEBSITE	www.tecnoblu.com.br/

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.