

# Cristiano Buerger

Tecnoblu



**TECNOBLU**  
YOUR ID

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

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|----------------------|--|
| <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.