



## The Crossbow – A Strong Brand



The trademark of SWISS LABEL and its members is the crossbow, and it is protected in Switzerland and key export markets abroad. The crossbow is a genuine alternative to the Swiss Cross, which is often improperly used and occasionally confused with the Red Cross.

According to a survey by Isopublic 64% of Swiss people are familiar with the crossbow. Of those, 80% regard it as a representative brand for top quality. It stands for typically trustworthy Swiss values such as security, reliability, innovation, and a down-to-earth approach.

The history of the crossbow goes back more than three thousand years. The oldest finds date from around 1200 BC in China. The Ancient Greeks and the Romans, too, were familiar with the crossbow. However it was banned by the Pope at the Council of Constance in 1134 under threat of excommunication.

The ban lasted around 200 years; by 1315 the town of Zurich had a list of 162 crossbows that were stored in its watchtowers, to be deployed if and when needed. Rich burghers were required to own their own crossbow.

Today the crossbow is associated first and foremost with William Tell. Legend has it that in the early 14<sup>th</sup> century William Tell shot Bailiff Gessler with his crossbow from a safe hiding place along the Hohle Gasse outside Küsnacht am Rigi. Since then he has been revered as a Swiss freedom fighter and slayer of tyrants.

The crossbow lives on. For many years now Sepp Steiner of Central Switzerland has been studying the historical figure of William Tell and his weapon of choice. With his striking full-bearded appearance, his winning character and his encyclopaedic knowledge on the subject of crossbow manufacture, he is certainly a force to be reckoned with.

The crossbow is therefore a symbol of independence and freedom. The members of SWISS LABEL stand for free and responsible entrepreneurship, protecting it against needless and obstructive government interference – with the crossbow's accurate and piercing bolts.

Dear SWISS LABEL Members – make use of the crossbow as a strong brand, and explain its history and the strong symbolic nature of the crossbow to your customers. It's a congenial and likeable way to advertise for your company and your products.