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D2E Evolves Its Brand to Reflect Stronger Alignment with VDA

East Hanover, NJ — VDA has announced the next evolution of the D2E logo, marking an important step in the continued integration and alignment of the D2E brand within the VDA family of companies.

Since joining VDA in 2025, D2E has played a significant role in expanding the organization’s global footprint, technical depth, and advisory capabilities. As a highly respected UK-based consultancy with more than two decades of experience, D2E brings specialized expertise, strong client relationships, and a proven record of delivering complex vertical transportation projects across multiple sectors. The evolution of the D2E logo reflects a strategic effort to bring the brand into closer visual and structural alignment with VDA while preserving the equity and trust the D2E name carries within its market.



“D2E is a strong, established brand with a tremendous amount of credibility in the UK and international markets,” said Michael Kremer, VDA’s Vice President of Marketing. “Our approach has been to build on that brand equity thoughtfully and strategically. This evolution brings D2E closer into the VDA family visually and structurally, while honoring the trust and reputation the team has built over more than 20 years. In doing so, it strengthens the entire VDA portfolio.”

Through integration with VDA, the D2E team now operates within a broader global network spanning North America, the Middle East, India, and beyond. The combined platform enables greater collaboration across regions, expanded access to technical specialists, and increased investment in innovation and operational excellence. Aligning the D2E brand more closely with VDA reinforces a unified global identity, strengthens shared technical resources, and enhances operational scale while maintaining the specialized expertise that differentiates D2E within the broader portfolio.

This brand evolution signals a cohesive market position across the family of companies and a deliberate strategy to align strengths, capabilities, and long-term vision.

Learn more about the evolution of the D2E brand:

D2E brand site: d2e.com/our-brand | Rebrand video: vdassoc.com/d2e-rebrand-video

View release: vdassoc.com/d2e-evolves-brand-to-reflect-alignment-with-vda

About VDA | vdassoc.com

VDA, Inc. is a leading elevator and escalator consulting and inspection firm in North America, offering comprehensive services in vertical transportation systems since 1980. With offices across the United States and approximately 600 professionals, VDA has built a reputation for excellence through its technical expertise, innovation, and unwavering focus on client success. The firm provides vertical transportation services across all phases of a building's life cycle, including design, inspections, modernizations, and maintenance evaluations. VDA's mission is to provide excellence in vertical transportation consulting and inspection services, leveraging the collective expertise of our people while advocating for our clients to achieve the safest and most efficient solutions possible.

About D2E | D2E.com

Founded in 2003, D2E is a UK-based specialist vertical transportation consultancy providing independent technical advice across commercial, residential, healthcare, infrastructure, and mixed-use sectors. Known for its client-focused approach and engineering excellence, d2e supports projects throughout the building lifecycle.