



## Description

March 2, 2017, New York: [Enago](#), a globally trusted name that offers [English editing](#) and journal-publishing support to over two million authors across the globe, has announced a company-wide rebranding effort. This rebranding exercise reflects the strategic vision of the company to make client satisfaction and exceptional quality services a focus of all their initiatives. A vibrant design and a host of new product features and enhancements have been introduced to make Enago services more accessible for authors.

“At Enago, we continuously strive to find new ways and means of adding to our customer’s delight. This rebranding exercise is our endeavor to serve our authors even better,” said Sharad Mittal, CEO, Enago. “We are deeply committed to all our clients and we value their opinion and loyalty. All our initiatives are designed to empower authors and make the research [publishing process](#) seamless for them.”

Reflecting the company’s commitment to publishing excellence, Enago has made ‘Author First, Quality First’ its tagline. This clearly communicates the values that underline every initiative of the Enago team, namely quality and customer satisfaction. “We are the only players in the market delivering consistently high quality services. Our smart processes, team of [professional editors](#), and stringent quality management systems help us in keeping our superior quality promise to our authors,” said Sharad. He added, “Delivering consistently high quality output is our core value and this is evident in our quality satisfaction score, which is over 99.4%. In other words, for every 200 manuscripts that come to us for editing, 199 have outstanding quality output.”

“It is important that our authors, both long-standing and potential, are aware of our reliability and consistency through all their encounters with Enago. Our new tagline seeks to communicate this commitment in a more effective manner,” explained Sharad.

As a part of this rebranding exercise, Enago has given a vibrant makeover to its brand with a new aesthetic look and feel. With ‘Red’ as the new brand color, Enago reiterates its passion to support authors in their publishing endeavors. Enago has also introduced its new add-on service ‘Rejection Shield’ that ensures manuscripts are ready for resubmission after being rejected by the journal. This service includes editing of responses to reviewers, cover letters, and any additional content requirement. With its ‘Edit Unlimited’ package, Enago seeks to further support the authors in their quest for excellence by providing them unlimited rounds of editing for up to 365 days from manuscript

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delivery. These exclusive aftersales services can be added to Enago's [Copy Editing](#) package or its advanced [Substantive Editing](#) package, which are designed to cater to specific author needs.

## Category

1. News & Events

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