

MULTIVAC homepage in new corporate design

The MULTIVAC Group is presented in a new corporate design

Wolfertschwenden, 7 March 2023 - Since March MULTIVAC has combined all aspects of the company's expertise in packaging and processing solutions under one new brand identity, which is now even more striking and memorable in its impact. The start of the redesign is represented by the gradual introduction of the newly conceived MULTIVAC homepage, which is fashioned in the new corporate design. The new visual appearance of the Group will be seen in other media in the coming months, for example the company's presence at the interpack 2023 trade fair.

Umbrella brand of the MULTIVAC Group combines all its expertise

The impetus for the development of the new corporate design was the growth of the Group and its aim of incorporating MULTIVAC, FRITSCH and TVI under the umbrella brand of the MULTIVAC Group: "MULTIVAC is a group of specialised companies and entrepreneurial manufacturing units. As a strong and reliable partner, we offer our customers comprehensive expertise in line solutions throughout a wide range of sectors. Our processing and packaging solutions from one source ensure that a high level of operating security, process reliability and outstanding performance is achieved," explains Dr Tobias Richter, Chief Sales Officer (CSO) of the MULTIVAC Group. "The wide range of technical expertise and the exchange of knowledge within our global teams of specialists are an important part of our ability to innovate, and these guarantee our customers a high level of expertise in consultancy and project management. We are now positioning this unique selling point even more prominently in the foreground - with one common presence under one umbrella brand. We are combining all aspects of our expertise much more visibly as the "MULTIVAC Group". Under this

umbrella is incorporated a sort of agile fleet of smaller manufacturing units with strong brands and focused technical knowledge, and our customers perceive these as a single large company. This means that MULTIVAC solutions generate real added value for our customers worldwide, and we want to reflect this in our new corporate design.”

The MULTIVAC promise "M" offers more

The redesign can be seen most clearly in the discontinuation of the current logos for MULTIVAC, FRITSCH and TVI. They are being replaced with a "M" character in their own colour code, and they will always appear in conjunction with the company names that are well known in the market. "A uniform overall image with a high level of brand recognition also helps us to represent internationally the contribution made by the individual companies within the MULTIVAC Group. As a recognized group of companies, we can also present ourselves jointly as one technology leader in those overarching areas such as automation, digitalisation and sustainability," explains Tobias Richter.

The declared aim: MULTIVAC wants to make its customers' products even more successful, and this means in concrete terms:

- More outstanding solutions from one source
- More tailor-made advice, products and services
- More sustainable, automated and digital solutions
- More output, productivity and efficiency

Corporate website offers a better user experience

The new website www.multivac.com, which has been live since March, is the first media outlet of the MULTIVAC Group in the new corporate design. It is available initially in German, English, Spanish and Portuguese - and in the course of this month, it will be rolled out in 28 languages and more than 80 countries, where MULTIVAC is active. "Our homepage in the fresh corporate design has been completely redesigned, in order to maximise the user experience," says Klaus Müller, Senior Director of Marketing Communications. "The customer is

at the centre of the new website, and the entry point provides pages on the different sectors, where our solutions for the individual industries and applications are featured. Despite our wide range of solutions, the website is characterised by its lean and focused user guidance, so that visitors can very quickly find, what they want and how they can make contact.”

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About MULTIVAC

Packaged expertise, innovative cutting-edge technology and strong brands under one roof: MULTIVAC offers complete solutions for the packaging and processing of food, medical and pharmaceutical products, as well as industrial items – and as the technology leader, it continues to set new benchmarks in the market. For more than 60 years the name MULTIVAC has stood for stability, strong values, innovation and future security, as well as quality and excellent service. Founded in 1961 in the Allgäu region of Germany, MULTIVAC is today a global solutions supplier, which supports small and medium-sized companies, as well as large corporate businesses, in designing their production processes to be efficient and resource-saving. The MULTIVAC Group's product portfolio comprises a wide range of packaging technology, automation solutions, labelling and marking equipment, inspection systems and packaging materials. The product range is complemented by practical and customised solutions for food processing - from slicers and portioning machines right up to bakery technology. All the packaging and processing solutions are individually matched to customer requirements in the company's own application and development facilities. Around 7,000 MULTIVAC staff in more than 80 subsidiaries worldwide ensure that the company remains close to its customers, as well as providing the maximum customer satisfaction - from the first project concept right through to after-sales service. Further information at: www.multivac.com

PRESS RELEASE

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