



Hesse Lignal
inspiring you

The new brand Hesse Lignal

A strong brand is important in national and international competition. We have known this for 110 years.

We have developed our existing values in an ongoing process together with employees and managers. Now it is time to make these values visible and make them come alive.

We throw a bridge between aesthetics and functionality, between tradition and progress, between inspiration and innovation. On this bridge we move competently and responsibly, always with a sense of the right balance for each customer.

We take responsibility and act sustainably. And we are above all one thing: inspirational. Open to new ideas, we are always setting impulses both internally and externally, without losing sight of the practical benefits of our solutions.

Our brand values are **inspiring, competent** and **responsible**. "Inspiring you" is our motto - our common claim and our daily motivation.

A new corporate design is also linked to the development of the brand. The new design is gradually becoming visible in all areas of the company, both internally and externally.

Our brand change, which began about 2 years ago, has progressed so far that we would like to enter into external communication.

With our extensive brand redesign we are becoming more modern, fresh and innovative. True to our values **inspiring, competent and responsible**. Brand redesign is therefore not only a new logo, but much more. Decision-making channels have been shortened in order to react faster to dynamic market movements. Innovative product developments are placed on the market in a more targeted and timely manner.

Therefore, a new packaging concept is also necessary, which is closely aligned with the new brand values.



Hesse Lignal
inspiring you



Competent - We reduce our container variety by over 50 %. In addition, we do not use black plastic buckets and containers anymore. In addition to simplified handling for you, there are also new opportunities and possibilities for us - the idea of automation, process streamlining, storage space savings and error minimisation are just a few key points.

Responsible - By dispensing with plastic containers, we save over 55 tons of plastic per year and instead rely on resource-saving and recyclable metal packaging. Metal packaging and lids have a recycling rate of 90.8%.

Inspiring - Our containers get a completely new and modern look, true to our new brand motto "Inspiring you". Here we use our new Hesse colour gradients. Every container size, whether hobcock or canister, gets an individual colour gradient. In the next step, the container labels will also be adapted and get a modern look.

Completing together - The new containers are a further building block to carry the change we have begun to the outside as well. Our brand house will then be created from all the building blocks. So let us complete the house together so that everyone, customers and employees, can feel at home.