

Carton Pack unveils new logo

Today, 6th September 2021, after 50 years of successful activity supported by a continuous and balanced growth, throughout to the development of ever new industrial skills, Carton Pack S.p.A. has developed the will to mark an historical moment of renewed energy, of reorganization of its visual identity and its strategic positioning.

The new organizational enhancement combined with more ambitious strategic planning has created the need for a reaffirmation of its positioning, communicating in a more direct way the guiding values of every development activity and every company project.

By clearly redefining its positioning and its guiding values, Carton Pack has embarked on a path of renewal of its image that will continue in the coming months. With this desire, the company will be represented in the future by renewed symbols, including chromatic ones, starting with a new logo (*see picture below*).

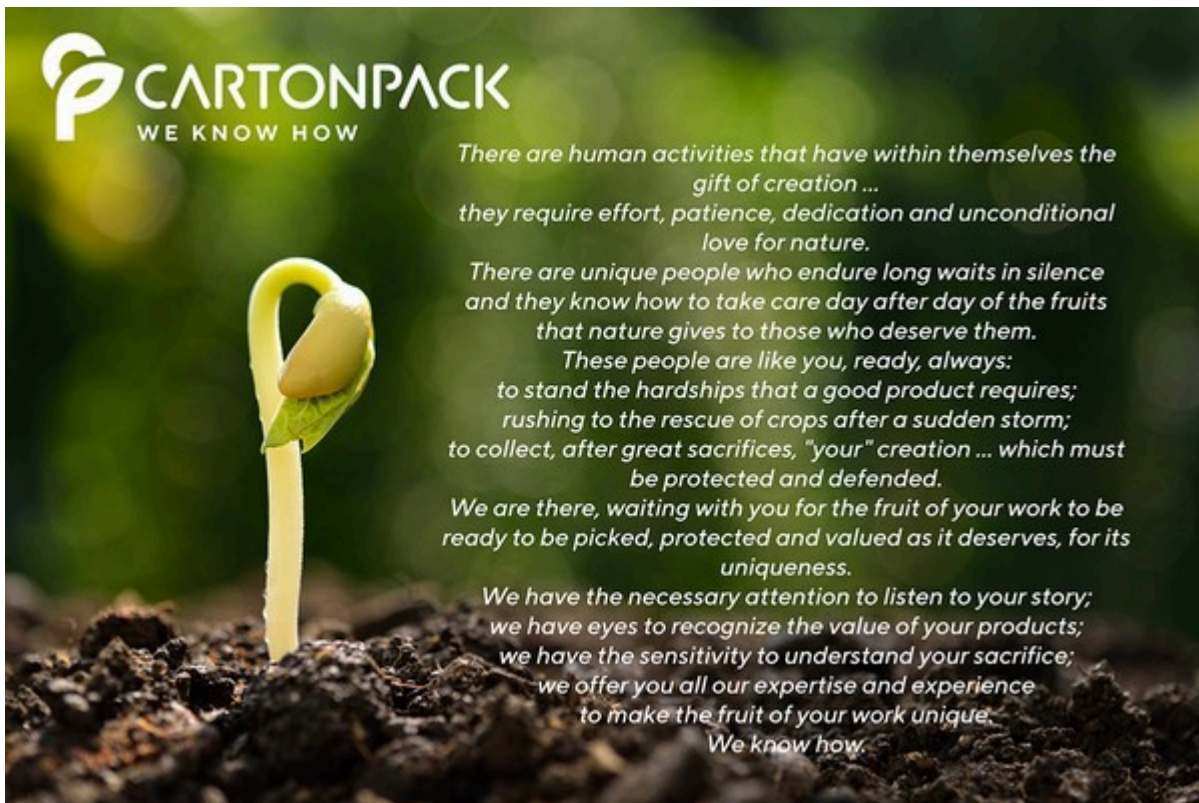


“The introduction of the new image of the company reflects the process of focusing the business towards a sustainable and circular economy, attentive to the environment and to people. A choice dictated by the desire to reflect, even in symbolism, the evolution of a market that is rapidly changing towards a regenerative society,” argues the company’s management.

“The reaffirmation of its positioning is at the same time the revelation of a new ambition: to be a uniqueness enabler, a qualified and qualifying partner for food products of the highest level as the current market standards require.”

With this mind, Carton Pack traces its future path consisting of innovative research projects, eco-design, development of sustainable processes and products aimed at a more responsible consumer who is attentive to environmental protection issues. “The Brand Manifesto (*see picture below*) becomes an expression of values such as integrity and

coherence, mutual help, sharing, work, openness to change, the spirit of belonging: values that have inspired our journey so far and will guide ours. operated and our strategies towards the future.”



Click here to enlarge the picture.

Stylistic and symbolic point of view

From a stylistic point of view, with the choice to keep the colours already representative of the Carton Pack brand, it was intended to unequivocally affirm the Italian character of the company; the colours of nature, predominant in the fruit and vegetable market, the company's core business.

From a symbolic point of view, the letter P represents a sprout, to celebrate the new historical course of the company. The sprout is a metaphor for the rebirth that is perpetuated. The sprout deliberately symbolizes Carton Pack's commitment to the environment and the sustainability of a regenerative society.

“This is the expression of Sustainable Thinking, a key value of current and future corporate strategic choices”, explain from the company. “The C letter that's above the shoot (P) recalls the warm sun of the homeland and refers to the deep roots that bind us to our territory. The sun has always evoked the virtuous circularity of rebirth and natural perpetuation: from the raw material, to the finished product, from the recycling of the product to the regenerated raw material.”

CARTONPACK • We Know How



The Brand Name maintains the value of notoriety and reliability of a brand that boasts 50 years of presence on the market, albeit with a new, more compact and modern style in lettering. The Payoff expresses the vision of a company that states without hesitation its competence and commitment to research, summarizing these characteristics in a simple and assertive sentence: *We know how*.

“It is the synthesis of a customer-centric approach that intends to reassure the interlocutor with the certainty of having found an attentive partner and the solution to their needs,” explain from Carton Pack. “It is also a reference to our know-how, the result of the experience of many years of work, of open and creative minds and the sharing of experience across generations.”

After over 50 years of presence on the market, the company begins a new course, in continuity with the past, but equally full of enthusiasm and vision for tomorrow. “Our new evolutionary path is only at the beginning and ambitious projects await us in the near future.”

Carton Pack will be present as an exhibitor at Macfrut 2021, in Hall D1 - Stand 111.

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