

Press Release

Lübeck, 10 July 2019

BAADER portrays new brand and digital solution capabilities

BAADER participates in the Seafood Expo Russia 2019 taking place in Saint-Petersburg, at Expoforum EC, 10-12 July under the new BAADER branding.

With the beginning of its centenary year, BAADER announced a major rebranding to reflect the company's evolution into a modern digital full solution provider along the food value chain.

The BAADER logo has been redesigned to portray both heritage and evolution and is combined with a new mission statement and brand promise – “We innovate Food Value Chains” – which is now part of BAADER's corporate identity. *“This new brand promise reflects the past, current and future direction of the company. It expresses what drives our thinking and action”,* Petra Baader emphasizes.

An interactive touch table on the booth is dedicated to showcase the company's past and future ambitions and brings the BAADER brand alive.

Besides, BAADER uses the show to highlight its capabilities within the entire value chain, from digital efforts and partner management beyond its own value creation to the company's wall-to-wall solutions.

“We are very ambitious in integrating digital solutions to our processes and product offerings”, says Robert Focke, Managing Director at BAADER. *“Through the application of interactive touch screens on the BAADER booth, we are now able to provide visitors insights into our entire portfolio at the show – in an interactive and engaging way”.*

These new sales tools are combined with a physical exhibit – the BAADER 191 – the bestselling whitefish filleting machine as an ideal fit for the Russian market.

To demonstrate its ambitions and offerings within Digitalization, BAADER participates in the Round Table Nr. 1 of the Global Fishery Forum within the Seafood Expo 2019 featuring: “Digitalization as a Tool for the Transformation of the Fisheries Industries” together with the Center of Fishery Monitoring and Communications Systems, the Russian Research Institute of Fishery and Oceanography and the Russian Federal Agency for Fishery on Wednesday, 10 July 2019 from 13:30 to 15:30 in Pavilion F, Hall F2.

Long-term customers, business partners and press are invited to join the BAADER 100 Years Anniversary Cocktail Reception on Thursday, July 11, from 17:00 to 20:00 in Pavilion D, Room D3.

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About BAADER

BAADER is the global partner on food processing solutions with 100 years' experience. We design and engineer innovative and holistic solutions that ensure intelligent, safe, efficient and sustainable food processing in all phases, from the handling of live and raw protein materials to the finished food products.

Through our data capabilities, we use data to interpret and forecast along the entire food value chain. In close collaboration with our customers and partners we are taking further major steps toward greater efficiency, trackability, transparency, profitability, and sustainability. By sharing data-generated knowledge, together we can succeed in optimizing the value chain in the long term. We invite you to learn more about BAADER by visiting our website at www.baader.com.