

Press Release

Lübeck, 7 May 2019

BAADER portrays new brand and total solution capabilities

BAADER participates in the Seafood Processing Global (SPG) 2019 taking place in Brussels, at Brussels Expo May 5 - 7 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 rebranding includes changing the name of BAADER's poultry business from BAADER LINCO to BAADER.

Petra Baader, Executive Chairwoman says: *"We are undertaking an extensive rebranding process and from 2019 onwards – exactly 100 years after Nordischer Maschinenbau Rud. Baader was founded – we are marketing all our divisions under one name".*

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 reflects what drives our thinking and action",* Petra Baader emphasizes.

An entire brand room 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 salmon 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 and sliders on the BAADER booth, we are now able to provide visitors insights to our entire line solution capabilities at the show – in an interactive and engaging way".*

These new sales tools are being combined with physical exhibits – the reliable BAADER 101 Harvesting Solution and the BAADER 144 Gutting and Inspection Process.

Long-term customers, business partners and press are invited to join the BAADER 100 Years Anniversary Cocktail Reception on Wednesday, May 8, from 17:30 to 19:30 at the BAADER booth 4-5943.

For more information, please contact:

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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.