

## Press Release

17 March 2019

### BAADER portrays new brand and product solutions

BAADER participates in the Seafood Expo North America 2019 taking place in Boston, USA, at the Boston Convention and Exhibition Center from March 17-19 under the new joint 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"*.

*"All divisions will benefit from this single focus", she adds. "The BAADER name has been renowned for quality and reliability for 100 years"*.

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.

AT SENA, BAADER offers a glimpse of its new brand combined with a display of its latest generation of filleting machine along with its top of the line skinner for gentle product handling.

**For more information, please contact:**

Julia Fuamba  
Head of Corporate Communications  
Office: +49-451-5302-855  
Mobile: +49 (0) 174 261 50 59  
Email: [julia.fuamba@baader.com](mailto:julia.fuamba@baader.com)

Dennis Schreiber  
CEO, BAADER North America  
Office: +1 253 736 2928  
Mobile: +1 253 737 8506  
Email: [dennis.schreiber@baader.com](mailto:dennis.schreiber@baader.com)

**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](http://www.baader.com).