

## Press Release

13 March 2019

### BAADER portrays new brand and product solutions

BAADER LINCO participates in VIV Asia 2019 taking place in Bangkok, Thailand, at the Bangkok International Trade and Exhibition Centre from March 13<sup>th</sup> to 17<sup>th</sup> 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 VIV ASIA, BAADER offers a glimpse of its new brand combined with a display of its technical and service capabilities. BAADER's proven UniLoad live bird handling system will be displayed along with evisceration equipment, in-line mid-wing cutting and its leading separator technology. A special focus further lays on BAADER's After Sales and the company's digital outlook.

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