



## THE BARCELONESA GROUP UPDATES ITS BRAND AND THE VISUAL IDENTITY OF ITS COMPANIES

**With more than 80 years of history, the Barcelonesa Group has experienced exponential growth in recent years, from brands and products to sectors of activity and its degree of internationalisation.**

This situation has led to the reorganisation of the brand portfolio and the need to update the brand's visual identity.

The Barcelonesa Group is presenting its new brand under the concept of The New B. The new brand identity opts for a unique symbol, the letter B, which becomes the common visual identity for all the companies and areas of business that make up the group.

Together with the brand identity, the group is also renewing its brand architecture, organising its activities into three business areas: Chemicals, Nutrition & Health and Logistics.

### **Barcelonesa Chemicals**

Comprehensive service based on production, distribution and trading of chemical products for all sectors of activity. From basic chemical products and specialities to customised formulations.

### **Barcelonesa Nutrition&Health**

Comprehensive service based on distribution, mixing and technical advice regarding raw materials, additives and ingredients. Design and customised manufacturing of specialities for the human and animal nutrition and agrochemicals sector.

### **Barcelonesa Logistics**

Comprehensive logistics for hazardous chemical products and foods: storage, handling, packaging and transport to destinations throughout the Iberian Peninsula.



### **Barcelonesa Group**

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### **More information**

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With this new architecture, the Barcelonesa Group is simplifying its brand portfolio and using English as its main language to boost the brand's internationalisation process.

**A new beginning with good chemistry to look to a positive future.**



## About Barcelonesa Group

The Barcelonesa Group is a multinational holding company of highly specialised firms in the chemicals industry for all industrial sectors. We are committed to good chemistry in over 70 countries and with over 3,000 clients.

Good chemistry with each client and collaborator through solid, proactive relationships based on trust. Good chemistry, with positive outcomes for the economy and society. Good chemistry that is committed and constantly seeks to improve sustainability.

We research, innovate, develop, handle, store, distribute and advise. We guarantee efficient, reliable chemical solutions tailored to our clients in all sectors of activity.

### THE BARCELONESA GROUP IN FIGURES

- +80 years of experience in the sector
- +400 professionals to bring you solutions
- +2,000 products, qualities and sources
- +3,000 customers around the world who trust in us
- +70 countries where we do business
- +€250 M consolidated turnover
- 200 K tonnes of product moved each year
- 70,000 m<sup>2</sup> of SEVESO II tanks and storage space



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