



THE CROWN FOR FRESHNESS

PRESS RELEASE

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THE CROWN FOR FRESHNESS – NEW LOGO OF KRONEN GMBH

Focus of the KRONEN brand is reflected in the new slogan

With the revision of the company logo, the message "KRONEN - THE CROWN FOR FRESHNESS" expresses the focus of the brand, which stands for customer-specific, innovative solutions of the highest quality for the fresh-cut industry.

The revised logo retains the value of brand recognition since it still contains the brand name in the company colors - but the small change in appearance due to the new slogan is of strategic importance for the company. "The crown for freshness" stands for customer-oriented, efficient solutions and high-quality machines with which customers achieve optimal processing results. With more than 40 years of experience as a partner of the international fresh-cut industry, KRONEN offers comprehensive consulting expertise, proven and constantly further developed machines as well as customer-specific solutions and innovative approaches.

The two language versions of the logo in German and English reflect both the company's roots in southern Germany and the growing importance of international markets - this is how the core message is conveyed worldwide. The English logo can now be used by the KRONEN representative network in over 80 countries worldwide.

About KRONEN GmbH

KRONEN is a family-owned, globally operating producer and supplier of stand-alone and special machines as well as of high-tech processing lines for the Fresh-cut industry. The product range of KRONEN and its partners covers fruit, vegetable and salad processing solutions for preparing, cutting, washing, de-watering, peeling, disinfecting and packaging.

In addition, KRONEN offers technical solutions for sectors such as meat and fish, bakery products, convenience and ready meals, dried and frozen products as well as pet food.

Today, the company based in Kehl at the Rhine in Germany has over 100 employees, representations in more than 80 countries worldwide and delivers its products in over 100 countries around the globe.

With more than 40 years of experience in food technology, KRONEN considers it a major commitment to keep traditional values such as quality awareness, and focuses on a sustainable, holistic approach for the hygienic and safe production of healthy food. KRONEN aims at being a think tank, creating innovative solutions in line with the customers' needs and for their benefits. In close cooperation with industry and research, it ensures a high consulting and planning expertise.

Further information: www.kronen.eu

Contact:

Kira Kröllpfeiffer

Tel. 0049 7854 9646-160

Fax: 0049 7854 9646-5160

Email: kira.kröllpfeiffer@kronen.eu

KRONEN[®]

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Esther Müller

Tel. 0049 7854 9646-161

Fax: 0049 7854 9646-5161

Email: esther.mueller@kronen.eu

Pictures by KRONEN GmbH:

The two language versions of the new KRONEN logo:

KRONEN[®]

THE CROWN FOR FRESHNESS

KRONEN[®]

DIE KRONE FÜR FRISCHE