



PRESS RELEASE – June 11th, 2015

For immediate release

## EPI Ingredients rolls out a refreshed corporate logo

*Almost 20 years after its inception, the dry ingredients division of the dairy cooperative Laïta is announcing the beginning of a new era with the launch of a rejuvenated corporate identity*

EPI Ingredients, one of the world's dairy ingredients experts, is thrilled to announce the launch of their new corporate identity. This change stemmed not only from a need for renewal but also from the desire to create momentum to back the value-creation strategy implemented by Laïta for its dry ingredients division. "Today's release of our new logo marks a significant milestone and the start of a new era for EPI Ingredients" says Mathieu Lucot, Marketing Manager, "as it clearly illustrates the group's vision and ambition for the future of EPI Ingredients".

To reinforce its leading position in the dairy ingredients sector and support the group's substantial investments in the division, EPI Ingredients' conducted a review of its brand proposition. The results helped identify the changes required to reinforce the brand and take it to the next level. "We are excited and committed to establish our new brand and strengthen our position in the international dairy ingredients market", emphasizes Mathieu Lucot.

EPI Ingredients' logo has been updated to create a modern look and feel for the brand while ensuring continuity with its past through several details. In addition, it was designed to maintain the integrity of key elements of the group's logo such as the milk drop that can be perceived within the letter 'p'. The colors have also been touched up to enhance EPI Ingredients' affiliation to the dairy market.



The rollout of this redesigned logo is part of a corporate rebranding and marketing plan and lays the foundation for a complete redefinition of the company's offering, along with the consequent remodeling of its sales tools. Through this process, EPI Ingredients is aiming at being proactive and providing solutions better suited to market requirements.

The new logo and corporate brand reflects a modern, high-end look, consistent with the group's consumer brands as well as the superior quality of the products offered. Although EPI Ingredients chose to strengthen their corporate image through a whole new identity, the products themselves will not change and the company would like to reiterate their commitment in continuous improvement to always reach higher standards for their ingredients, as expected by their customers.

Fi Europe, taking place in Paris this December, will be the culmination of the transformation undertaken by EPI Ingredients throughout the year. It will be the occasion for the division to showcase the entirely revisited portfolio supported by the new corporate look. For more information on the rebranding efforts and associated business strategy contact Mathieu Lucot: [mlucot@laita.fr](mailto:mlucot@laita.fr).

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### **ABOUT EPI INGREDIENTS**

Subsidiary of the French company Laita, EPI Ingredients specializes in developing and marketing dry dairy ingredients for the food and nutrition industry. With a team of experts dedicated to supporting customers' projects, EPI Ingredients is able to offer each of them an individualized response suited to their specific needs.

The quality of the milk used to produce EPI's dry ingredients is guaranteed through high levels of traceability resulting from a local collection process (100% French) and full management by Laita, one of the top 10 dairy cooperatives in Europe. This quality assurance carries on to EPI Ingredients' customers and their end-products.

#### EPI Ingredients key figures:

- 3,750 milk producers
- 220 million € in revenues
- Customers in over 50 countries
- 100 000 MT dairy ingredients produced / year
- 4 high-performance industrial facilities specialized in drying, extrusion, membrane separation, fermentation and dry-blending
- 1 applications lab + 1 pilot plant

For further information, visit <http://www.laita.com/en/>.

A **Laita** company

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