

## PRESS RELEASE

From Hamburg to the world with innovation and tradition  
**WELDING Group announces new logo and website relaunch**

**Hamburg, 07 October 2022** – Excellent service, tailored advice and a broad product portfolio are the hallmarks of the WELDING Group - and have been since 1955. As a privately managed, Hanseatic trading house and company, WELDING guarantees a sustainable supply of active pharmaceutical ingredients, generic medicinal products, marketing authorisations for finished medicinal products, raw materials for the food industry, feed additives and active veterinary ingredients. WELDING is an innovative all-round life science service provider that measures its own success by the success of its international customers and suppliers.

“This all-round approach and the balance between modernity and tradition are now reflected in our new logo and future website,” says Thomas Bahnsen, Managing Director of the WELDING Group. It was time to modernise the external appearance and image to match the excellent reputation of the family business. “The presence of our four WELDING business units Pharma API, Pharma FDF, Food and Feed has been enhanced with separate word and image brandings with different colour schemes,” says Lars Hallmayer, member of the management board of the WELDING Group.

### **Transparent content and flexible content management**

“We have, however, kept the red roof logo as a recognisable feature,” explains Christian Pemöller, Head of Marketing at the Hamburg-based company, which operates worldwide. The relaunch will be carried out in two steps: the new corporate identity will be used by the company and its employees in communication with all its customers and business partners with immediate effect. “This also includes our social media presence on LinkedIn,” says Pemöller. Then, in time for the trade fair CPHI in Frankfurt, the entire website will be revised and adapted to current digital standards by the beginning of November. “As well as a more flexible content management system, optimising the website for all devices is a major part of the relaunch”, the marketing expert adds.

The main focus of the website relaunch and new corporate design is transparency. In addition to a clear user guide for all of WELDING's products and services, the website will also offer clearly presented content and an engaging careers section. "With the new website, we want to communicate our expertise and our benefits in a way that is appealing to potential new employees, but also to existing and potential customers and partners," the two conclude.

### **About the WELDING Group**

As a privately managed, Hanseatic trading house and company, the WELDING Group offers a broad and sustainable range of pharmaceutical ingredients, generic medicinal products, raw materials for the food industry, feed additives and active veterinary ingredients. The company has four business units: WELDING Pharma API, WELDING Pharma FDF, WELDING Feed and WELDING Food. The company is also present in France with its subsidiary, WELDING Pharma France in Lyon, and also has a representative office in India. The group currently employs around 150 people in total.

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