



Aliaxis unveils its new logo and visual identity

Brussels, 5th March 2019 - In 2016, Aliaxis started a strategic journey called D.N.A. (Delivering the New Aliaxis), with the objective of moving from a collection of companies to a global, integrated industrial group, thus creating a much stronger group that can offer a more powerful commercial portfolio to its customers.

As part of this exercise and as the ultimate symbol representing the positive change the company is going through, Aliaxis has also brought its identity in line with its ambitions as a global leader. To that extent, a new logo and visual identity have been developed, reflecting who Aliaxis wants to be tomorrow. "The new brand is modern, dynamic and confident, and makes us ready for the digital age," says Laurent Lenoir, CEO Aliaxis.



"The new shade of blue of our new logo refers to pure water and evokes optimism and innovation," adds Tom Van Gyseghem, Chief Growth Officer. "At the same time, it refers to our purpose of connecting people with water and energy: by developing ever smarter and sustainable products and solutions that benefit people all over the world and that make life flow."

The motion reflected in our new circular icon conveys that we are constantly challenging ourselves to accelerate and think beyond, reflecting our ambition to radically change the way we think about water and its usage. The motion in our logo also represents a global flow of people and ideas: collaborating and co-creating innovative concepts to manage water for better living."

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As part of the rebranding, we have also taken the opportunity to simplify our brand architecture by clarifying the roles of the many valuable brands Aliaxis has in its portfolio.

The launch of the new branding also implies a brand manifesto video that you can see [here](#).



Aliaxis is a global leader in advanced plastic piping systems for building, infrastructure, industrial and agriculture applications. The company provides communities around the world with sustainable innovative solutions for water and energy, leading the industry in a way that anticipates the rapidly evolving needs of its customers and of society. With a global workforce of about 16,000 employees, Aliaxis offers specific solutions that meet our customers' most demanding needs across the globe. Aliaxis is active through leading local brands and operating in over 45 countries, combining local solutions with global innovation and operational excellence. The company is privately owned, with its global headquarters in Brussels, Belgium.

More on www.aliaxis.com

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