

PRESS RELEASE

Soufflet Agriculture unveils its new visual identity, a symbol of its commitment to the future

Soufflet Agriculture, a major player in the agricultural sector, is proud to announce the launch of its new visual identity, marked by a renewed logo. This strategic change reflects company's ongoing commitment to innovation, sustainability and unwavering support for farmers.

A new logo, symbol of renewal and commitment

Soufflet Agriculture's new logo has been designed to capture the essence of the company and its key values:

The soil:

Represented by curves evoking cultivated fields, it symbolizes a deep connection with nature and a commitment to environmentally-friendly farming practices.

The growth:

Illustrated by a seed, it reflects not only the growth of the crops, but also the ongoing development of the company and farmers it supports.

Innovation:

The bright, modern colors of the logo reflect Soufflet Agriculture's forward-thinking approach, integrating innovative technologies to meet today's agricultural challenges.

Blue, a color rich in symbolism

The choice of blue for this new logo is not insignificant. This color conveys strong values for Soufflet Agriculture:

Trust and reliability

It represents the company's commitment to being a trustworthy partner for its customers, partners and employees.

Serenity and calm

In a constantly evolving sector, Soufflet Agriculture aims to provide a stable and harmonious environment.

Innovation and Technology

Blue also symbolizes the company's focus on modern, innovative technological solutions.

Openness and Communication

Soufflet Agriculture values dialogue and the exchange of ideas, fostering a culture of open communication.

Harmony and unity

Finally, this color harmony and unity, essential pillars for achieving common corporate objectives.

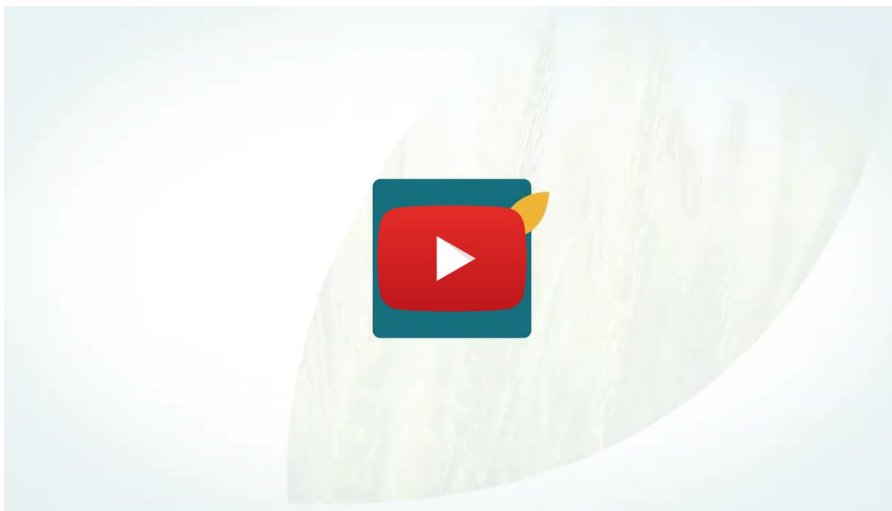
A renewed visual identity for a sustainable future

“The redesign of our visual identity is much more than just a logo change. It symbolizes our commitment to evolve with the times, to innovate and to support farmers in their quest for sustainability and performance.

We're proud of our heritage and excited about what the future holds.



Christophe PASSELANDE
President of Soufflet Agriculture



About Soufflet Agriculture

Soufflet Agriculture is the leading cereal collector in Europe. Present in the main field crop regions of France and Europe, the company collects, stores and markets agricultural produce, and distributes agricultural supplies.

Every day, Soufflet Agriculture helps farmers manage their operations for greater profitability and sustainability.

Support from upstream to downstream, combining agronomic solutions in the field, digital proposals and production enhancement.

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