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Simplifying Progress: Sartorius sharpens its brand focus

- “Simplifying Progress” summarizes the company’s brand claim
- New logo and new colors underscore new brand positioning

New brand promise, new logo, new colors – Sartorius looks different today. A leading international partner of life science research and the biopharmaceutical industry, the company has revised its brand look. At the focus of this relaunch is Sartorius’ new brand promise that it summarizes in its new claim: Simplifying Progress. With its products and technologies, the company aims to simplify its customers’ work and thus help them to achieve medical progress and make innovative medicines available faster. Sartorius has also revised its visuals, launched a new logo and consolidated its profile at the subgroup and division levels to underscore its new brand claim.

“Sartorius has evolved over the past 20 years into a different company, especially considering what we have contributed in promoting the development and manufacture of advanced biopharmaceuticals. At the same time, the requirements of our customers worldwide are significantly changing and our competitive environment is also moving,” commented Sartorius CEO and Executive Board Chairman Joachim Kreuzburg. “The Sartorius brand needs to embed the appropriate key messages in the minds of our customers; namely, that we give them powerful tools to discover and develop medical drugs faster and more simply and to manufacture medications more efficiently. In this way, we are contributing toward accelerating the availability of new medications to a wider range of patients. And, after all, it is also part of our brand promise that we make it easy for our customers to work with us.”

The entire rebranding will take some time to complete as Sartorius has decided on a gradual and environmentally friendly change-over process. Over the next few months, its new brand design will be extended to all Sartorius products. The product brands of both divisions, such as ambr®, IncuCyte®, BIOSTAT® and Cubis®, will continue to be used.

You will find more information on our revised brand look [here](#).

Current images for downloading

<https://www.sartorius.com/en/company/newsroom/downloads-publications>

A profile of Sartorius

The Sartorius Group is a leading international partner of life science research and the biopharmaceutical industry. With innovative laboratory instruments and consumables, the Group's Lab Products & Services Division concentrates on serving the needs of laboratories performing research and quality control at pharma and biopharma companies and those of academic research institutes. The Bioprocess Solutions Division with its broad product portfolio focusing on single-use solutions helps customers to manufacture biotech medications and vaccines safely and efficiently. The Group has been annually growing by double digits on average and has been regularly expanding its portfolio by acquisitions of complementary technologies. In fiscal 2019, the company earned sales revenue of some 1.83 billion euros according to preliminary figures. At the end of 2019, more than 9,000 people work at the Group's approximately 60 manufacturing and sales sites, serving customers around the globe.

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