



PRESS RELEASE / ANNOUNCEMENT

A-Gas Unveils Global Branding Strategy

A-Gas one of the most successful speciality gas and refrigerant suppliers is unveiling a global brand identity that reflects the company's dynamic and technological innovation whilst providing an instantly recognisable world-wide brand.

In recent years A-Gas has greatly expanded within the global refrigerant market and has positioned itself as a major player in the refrigerant community including winning a number of business and trade industry awards that reinforce its status as an innovative solutions-led business.

Having embarked on a rapid and successful growth path, A-Gas has been re-assessing its branding. Starting with A-Gas International, A-Gas Australia, South Africa, South East Asia, China and Thailand, the company will roll out the A-Gas Magenta logo (already familiar in the UK) in a phased approach across the rest of the group. By adopting a single logo the company will be creating one family with a brand that will be instantly recognised internationally.

"Each region is currently identified by a different coloured logo which can be confusing and creates issues when new businesses are acquired," says Hayley Russell, Group Marketing Executive, A-Gas International.

Introducing a single brand identity offers many benefits to the business; helping to gain a competitive edge, stimulating growth and reflecting the company's long term ambition to expand.

"Adopting a single brand identity will clearly distinguish us from our competitors whilst creating a vibrant business culture," adds Hayley Russell.

"A-Gas is a company with an ambitious and dynamic vision, a commitment to competitiveness, sustainability and innovation to meet market demands, says Andrew Ambrose, A-Gas International's Group Chief Executive.

"We wanted an identity that would unify the company, improve our relationship with our customer base, facilitate better brand engagement and reflect the dynamics of our business, our expertise, innovation and modernity."

Although A-Gas is embarking on an exciting chapter in its development as a powerful voice in the refrigerant market, the company's products, services, support and long-term commitment towards its customers and partners across the group will remain unchanged.