

GILGEN LOGISTICS RENEWS ITS LOOK

Gilgen Logistics has developed successfully in recent years. Now, in line with its future-oriented positioning, the Swiss family-owned intralogistics company has updated its brand identity. The innovative and modern look will be presented to the public for the first time at LogiMAT.

In recent years, Gilgen Logistics has successfully developed further. The company has grown strongly, pushed ahead with important development and innovation projects, and arranged for corporate succession. As part of this future-oriented development, Gilgen Logistics has revised its vision and mission, sharpening its values and strategic goals. To make its modern and innovative orientation visible externally as well, the Swiss family-owned company is now presenting its new brand identity.

A new logo – more modern, sleeker and more dynamic

At the forefront of this new look is our new logo. “The goal of our new look was to be more modern and sleek, while also conveying our core values in a meaningful way. This was an exciting challenge and we are very pleased with the result,” said Marco Moscatelli, head of Marketing & Communications.



The new logo is deliberately based on our previous brand identity. In particular, the proportions as well as the primary colors have been carried forward in the new inscription. At the same time, the new logo has a more dynamic and contemporary look. As such, the new image underscores Gilgen Logistics' positioning as a forward-thinking company that at the same time radiates continuity and reliability.

With “Logistics Systems” added to the logo, the intralogistics specialist distinguishes itself more clearly from transport logistics. In addition, the animated form shows that the inscription symbolizes central elements of intralogistics. The individual movements of the flow of materials are reflected in the alignment of the letters. [Link auf Webseite mit dem bewegten Logo]

From the vision to the dot on the i

In addition to the logo, a trademark is now also being used. With its high degree of recognizability, the shape reflects the dot on the i from the logo's inscription and is complemented by Gilgen Logistics' performance promise: "reliable", "innovative", "exciting".



The trademark is in line with our vision. "We are innovative and reliable in cooperating with our customers. We go about our work with passion and enthusiasm, are flexible, fast and want to excite our customers about our solutions and services. These core values are reflected in our system solutions and our services," said Daniel Gilgen, CEO, emphasizing: "This gives additional impetus to the company's innovation and digitization activities."

Currently in the implementation phase, our new look will be presented to the public for the first time at LogiMAT in Stuttgart.

Über Gilgen Logistics AG

Die international tätige Gilgen Logistics ist eine führende Generalunternehmerin von Intralogistik-Gesamtsystemen. Die Kernkompetenzen umfassen automatische Förder- & Lagersysteme, Hochregallager, Automatisierung, IT-Lösungen, Verladetechnik, Spezialgeräte und den Aftersales-Service. Mit ihrem breiten Produkte- und Leistungssortiment bietet sie komplette Logistiklösungen mit Eigenprodukten zur Realisierung von einfachen bis komplexen Gesamtsystemen für den Handel, Dienstleistungssektor und die Industrie. Das Schweizer Familienunternehmen mit über 60-jähriger Tradition zählt rund 190 Mitarbeitern an den Standorten Oberwangen (Hauptsitz, Schweiz), Brislach (Schweiz), Dortmund (Deutschland) und Stuttgart (Deutschland).

www.gilgen.com

Contact:

Marco Moscatelli

Head of Marketing & Communications

Direct dial phone: +41 31 985 35 29, m.moscatelli@gilgen.com

Switzerland Headquarters, CH-3173 Oberwangen, +41 31 985 35 35

info@gilgen.com www.gilgen.com

Visualizations of our new look

