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BRAND Scientific Equipment presents new VACUUBRAND identity

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BRAND Scientific Equipment presents the new VACUUBRAND identity which was launched at Analytica in Munich Germany recently. The focus is on the VACUUBRAND promise: Innovative vacuum technology enabling customers to run reliable, safe, and efficient processes. This is reflected both in a new overall appearance and highlighted by the new VACUUBRAND logo. You will see the new branding rolled out across India through all the BRAND Scientific touchpoints in the coming

months.

"VACUUBRAND has evolved rapidly in recent years, developing new innovative vacuum technology for laboratories, research, and engineering. At the same time, the demands of our global customers are changing," says Dr. Constantin Schöler, Managing Director of VACUUBRAND. "With the VACUUBRAND brand, we want to convey a central message to our customers: Our vacuum technology enables our customers in the fields of biopharma, chemistry, analytics, physics, and renewable energies to run reliable, safe, and efficient processes. And finally, it is also an important part of our brand promise that our solutions stand for quality, durability, and reliability."

The highlighting of the word VACUU in VACUUBRAND emphasizes vacuum technology as the core competence. It forms the umbrella for the names of the company's innovative products such as VACUU·PURE, VACUU·SELECT or VACUU·LAN. BRAND, set in a finer typeface, defines us as an integral part of the Brand Group.