



Van Genechten Packaging

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## New corporate identity lets Van Genechten Packaging shine

A total make-over in style

*Turnhout, Belgium* – Van Genechten Packaging (VGP) has just released its brand-new corporate identity. Classy black, white and gold, the new identity is both modern and timeless and establishes a new, solid foundation for the European independent leader in folding carton packaging to face the many challenges ahead with smart confidence. However, VGP's successful approach – rooted firmly in their customer's needs – will not change. The matching new tagline sums it up nicely: *Outstanding packaging. Driving business.*

### **A website that sets new standards**

Professionals looking for packaging solutions online will be surprised when they discover VGP's new website. It translates the company's positioning into both content and design – while putting the visitor first. **With detailed packaging expertise shared for different markets and different solutions, plus a separate section for premium brands**, this website simply stands out. The online innovation centre enables visitors to stay up-to-date with folding carton packaging that pushes boundaries. Visit the website at: [www.vangenechten.com](http://www.vangenechten.com)

### **Leading the way in the 21st century**

"Our new identity really represents our offering today: an outstanding company with outstanding people who deliver outstanding folding carton packaging," says Lorenzo Delorenzi, VGP's CEO. **"We're applying the best knowledge and the best technology to make our customers' products stand out and help them generate more business.**



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This style shows that we are a well-known international player with a long tradition. It highlights the fact that we deliver absolute quality in both innovative ideas and mass production packaging."

From flyers and brochures to e-mails and fair booths, the new identity will be everywhere soon.

**Press contact**

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**About Van Genechten Packaging (VGP)**

VGP is an independent industrial group with headquarters in Turnhout, Belgium. It consists of 10 folding carton factories in 7 countries, leading the European consumer goods industry with printed folding cartons, microflute and other packaging solutions. With an annual turnover of €300 million, the group converts more than 200,000 tons of cardboard each year and employs 1,500 people.

Trusted by blue-chip companies and multi-awarded by industry specialists, VGP is widely known for both pushing and setting standards in tailor-made folding carton packaging solutions that drive business, while being sustainable and innovative on all levels.

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