SAFRAN

Safran groups companies under a single brand

Paris, March 18, 2016

Safran has decided to place all of its companies under a single banner and brand name ? Safran ? to bolster its position as a global industrial leader and accelerate its international growth. The Safran logo therefore becomes the sole emblem representing all Group companies.

Safran chose the agency Babel to support this move, based on a competition concerning strategy, brand architecture and the creation of a brand identity. Safran has taken a major step forward in terms of its brand image, for the benefit of all stakeholders: customers, partners, shareholders and employees. Operating under a single brand will enable Safran to:

- Further improve its recognition across all markets and publics in all countries where Safran operates.
- Guarantee the enhanced visibility of its businesses and the products and services it offers.
- Bolster all employees? feelings of belonging to a single enterprise, and facilitate the elimination of barriers and the development of cross-disciplinary projects, while boosting collaboration and mobility.

This change only concerns the names of Safran companies, which now include the Safran brand plus a description of their business, as shown below. Each company?s organization and scope will stay the same.

?Consolidating our Group under a single name is a powerful vehicle for bolstering the feeling of all of our 70,000 employees that they belong to the same global enterprise and share the same values,? said Philippe Petitcolin, Chief Executive Officer of Safran. ?This change will allow us to unite our efforts and focus our investments on a single brand, to the greater benefit of all of our businesses worldwide. Our unique brand will be nurtured even more strongly by the success of our companies, and our companies in turn will be nurtured by Safran?s image and renown.?

The global deployment of this project will start on May 19, 2016. Along with the name changes, Safran will also change its brand logo, revamp its brand image and create a new baseline.

Contact(s)