



## PRESS RELEASE

### BO-SOLUTIONS ROLLS OUT NEW VISUAL IDENTITY

BO-Solutions is celebrating its 'one year after the acquisition' milestone by launching a new, trendy house style, modernised logo, powerful slogan and a brand-new website. The Roeselare-based company manufactures customised high-quality precision parts and important functional components and tooling for all sectors of industry, but its customer base also includes makers of designer products.

#### Rebranding reflects customer ties

Bart Vandepitte, CEO of BO-Solutions, said: 'You have to move with the times. Standing still is the same as going backwards. This rebranding and our new brand positioning reflect our ties with our customers and our dynamic approach to meeting their needs. The new look and feel gives this company and its employees an enormous surge of energy and once again underscores our new course. Our slogan 'Shaping steel into excellence' powerfully encapsulates our quality and our professionalism.'

'The modernised logo perfectly translates our mindset: innovation is the standard, but without compromising on our established qualities or our business philosophy. We keep going where others give up.'

#### Our website, mirror of our company

'Starting now we will receive our customers with the right concept and the right design, in a user-friendly way where one mouse-click is enough to give the customer the sought information. A clear structure and efficient navigation will enable customers quickly to find what they want in our extensive range of offerings or they can simply contact us. Every page contains a snapshot of all necessary information and as the icing on the cake our customers have their say about us. iPhone, iPad and Android users can obviously also access our website no matter where they are.'

#### Information

Feel free to contact Bart Vandepitte for more information about BO-Solutions.

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