



Salsnes Filter - restructuring our brand

This spring Salsnes Filter will launch its new company profile. The new logo symbolizes that the Salsnes Filter company is continuously developing and signals the ushering in of a new age for the company. With continued international growth, stability and market dominance in the domestic markets as well as the continuous development of new technologies and partnerships shows that Salsnes Filter has a bright future. Our new profile and brand strategy will contribute to position our products as the benchmark of the industry.

"Salsnes Filter is developing. With a wider international perspective and with new partnerships we have started 2009 strongly and with a clear goal to position our products and technology as the benchmark products for this industry. With knowledge and experience gained from our domestic markets and our prior international engagements we plan on increasing our international portfolio. Helping people and communities with the increasing challenges as to used water solutions - and the costs incurred with recycling and purifying water is what we do best. Our scientific technology is a clear cost-effective advantage for any client and exemplifying these advantages is the challenge that lies ahead. A new logo alone will not solve the challenge of moving the brand forward but will be a strong contribution to inspire our staff and partners with the continuing work of delivering the best products to the market, better services and better used water strategies for our clients. We are looking forward to introducing the new Salsnes Filter brand to the market." CEO Ivar Solvi.

The new corporate brand for Salsnes Filter has been developed by the international award winning designer Marek Tachezy at the Namsos based agency, Våt Drøm.