

Solvay adopts a new corporate identity to symbolize its transformation and its ambition

Brussels, January 17, 2013 --- Solvay has unveiled its new corporate identity, specifically designed to illustrate the far-reaching transformation undertaken by the Group. This new identity also expresses Solvay's strong ambition to become a benchmark for sustainable chemistry. Solvay decided to work with the Vincenti Design agency to create its new visual identity and to help it manage the rollout process around the world.

"We wanted a corporate identity capable of conjuring up the notions of expertise, innovation and modernity. We chose this creation that perfectly expresses the ability of our Group to reinvent itself. The highly symbolic letter "S" and the use of the color blue, maintains a clear link with the Group's history," says Michel Defourny, Head of Solvay's Corporate Communications.

"The new logo had to be faithful to Solvay's history while keeping the Group firmly turned towards the future. To build this new identity using the existing logo as our starting point, we identified several creative approaches based on the same blue color, the letter "S", the sense of movement created by the arrow, and the oval... which finds an echo in the ellipse adopted for the new logo. With this solution, we wanted to create the impression that viewers are plunging into an object, as if it existed in 3D. We used computer graphics to model the shape, to create something half-way between a liquid and a solid in order to refer to Solvay's core business activities," explains Laurent Vincenti, CEO of Vincenti Design.

Apart from creating the logo, the challenge was also to develop a new distinctive and inspiring tagline capable of capturing the very essence of the Group's corporate vision. The slogan that was finally adopted – *"Asking more from chemistry"* – clearly expresses our pride in being a chemical company and suggests the different approaches used by Solvay to become a model for sustainable chemistry: striving after continuous progress, the implementation of operational excellence, the absolute necessity to display social responsibility in the pursuit of our activities.

"This tagline reflects our commitment to challenge our own limits, to be better chemists, to constantly go the extra mile for our customers, to conduct ourselves in a way that respects nature and the environment, and to mobilize our people around a shared commitment," concludes Michel Defourny.

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History of the brandname



SOLVAY is an international chemical Group committed to sustainable development with a clear focus on innovation and operational excellence. It is realizing over 90% of its sales in markets where it is among the top 3 global leaders. Solvay offers a broad range of products that contribute to improving the quality of life and the performance of its customers in markets such as consumer goods, construction, automotive, energy, water and environment, and electronics. The Group is headquartered in Brussels, employs about 31,000 people in 55 countries and generated EUR 12.7 billion in net sales in 2011 (pro forma). Solvay SA [SOLB.BE](#) is listed on [NYSE Euronext](#) in Brussels and Paris (Bloomberg: [SOLB.BB](#) - Reuters: [SOLBt.BR](#)).

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