

LACROIX presents its new brand identity reflecting the Group's ambitions

LACROIX has unveiled its new brand identity based on a transformation strategy initiated in 2015, marking a new stage in the Group's history. Built on the company's fundamentals, in particular its unique vision of a connected and sustainable world, this new branding highlights and strengthens two of the Group's strategic growth drivers for the future: its international visibility and synergies between the Group's businesses.

LACROIX adopts a new look

The updated company logo, with a new typography and deep navy blue colour as well as a few tweaks to the timeless "nautilus" emblem, expresses the consistency and determination of a company that has always evolved with the times thanks to its strong family bonds and an ability to constantly innovate.

A symbol of perfection, nature and regularity, the nautilus stands for energy, prosperity and luck. Its spiral shape symbolises continuous improvement, a guarantee of exponential growth. "LACROIX has always been synonymous with boldness and innovation fuelled by its openness to the world and its engagement with major societal challenges," explains LACROIX Executive Vice President of Communications Landry Chiron.

"Our logo had not changed for more than 15 years. However, during this period, we transformed ourselves, developed new expertise and consolidated around three flagship activities. The latter are now giving rise to formative synergies, both for the Group and the future. We have therefore decided to converge for the first time in our history towards a single brand, LACROIX, which will strengthen our international visibility and supports the strong products and offers across our businesses."

The Group's new visual identity complements its signature "Connected Technologies for a Smarter World".

Embodying a forward-looking strategic positioning

By strengthening its presence in the industrial IoT market in 2020, LACROIX is entering a new phase of its development and growth. This strategy, in which innovation and internationalisation are preponderant avenues for growth, offers new solutions to the challenges of energy and environmental transition, mobility, security and the industry of the future. LACROIX thus continues to create value for all its stakeholders.

"The Group's new visual identity is built on our convictions, those shared by everyone at LACROIX, who are dedicated and continue to imagine, manufacture and provide a service for our customers and for the users that we all are. It is through development, creativity and progress that, together, we will find solutions to live a better life. LACROIX, "Connected Technologies for a Smarter World", is more than just a signature; it is a determination to reach further," says Vincent Bedouin, CEO of LACROIX.

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ABOUT LACROIX

Convinced that technology contributes to making our living environments simpler, more sustainable and safer, LACROIX supports its customers in the construction and management of intelligent living ecosystems, thanks to connected equipment and technologies.

As a publicly-listed family-owned SME, LACROIX combines the essential agility required to innovate in an ever-changing technological sector with the ability to industrialise robust and secure equipment, cutting-edge know-how in industrial IoT solutions and electronic equipment for critical applications and the long-term vision to invest and build for the future.

LACROIX designs and manufactures its customers' electronic equipment, in particular in the automotive, home automation, aeronautical, industrial and health sectors. LACROIX also provides safe, connected equipment for the management of critical infrastructures such as smart roads (street lighting, traffic signs, traffic management, V2X) and the management and operation of water and energy systems.

Drawing on its extensive experience and expertise, the Group works with its customers and partners to build the connection between the world of today and the world of tomorrow. It helps them to create the industry of the future and to make the most of the opportunities for innovation that surround them, supplying them with the equipment for a smarter world.