



Machining

## **Seco Embraces Change While Rebranding for the Future**

Brought To You by Seco Tools | Nov 01, 2023

Seco launched a drastically updated visual identity as well as a long-term brand strategy. This was the first step in a sequence of a few more major ones to come, as the company positions itself as a leading global name for industry innovation, efficiency, and sustainability.

The new brand went live on September 21<sup>st</sup>. A series of launch activities such as events, campaigns, product launches and announcements about new services will follow. There was a lot of heritage in the old logo and it being updated might be what people notice first with the new branding. The new logo is an evolution of the old one, built on the same iconic colors as being bright and positive has always been a huge part of what Seco is all about.

“With so much of our work happening at the cutting-edge of innovation, we wanted our new brand to look cutting-edge as well; being clean, contemporary, and ready for the future. We’re all very excited to share it with the world and we can’t wait to hear what people think. There is a lot more to come,” says Bettina Palmen, Brand Manager at Seco.

“The new visual design is just the beginning of our exciting journey. In parallel, our product offering is growing with new services and digital solutions, which meet new challenging customer needs. I’m very excited to see this part of our business grow as it perfectly demonstrates our commitment to the future. We’re taking huge steps as a business”, says Stefan Steenstrup, President at Seco.

*Learn more about Seco's mission and their plans for the future in the short video above.*

*Previously Featured on Seco's website.*

[www.mscdirect.com/betterMRO](http://www.mscdirect.com/betterMRO)

Copyright ©2024 MSC Industrial Supply Co.