

TGW Logistics with renewed brand presence: modern, worldly, innovative and multidimensional

- **As of February 2025, the warehouse automation specialist is presenting its new brand presence: with fresh colors, bold shapes and a global campaign**
- **The brand relaunch reflects TGW Logistics' ongoing development: more than mere mechatronic engineering! The most responsible enablers for highly-automated fulfillment centers and ambitious goals for the future.**
- **“It’s possible” is a promise to customers, suppliers and employees alike to symbiotically merge supposed opposites**

(Marchtrenk, February 3, 2025) The world is changing ever faster and TGW Logistics is changing with it. The reworked brand presence is the visible expression of the transformation process that the warehouse automation specialist is undergoing. This rebranding builds on the corporate DNA that has developed over the last 55 years and translates it into an unmistakable new presence. With fresh colors, a bold design and a strong slogan that gets to the heart of TGW Logistics' aspiration: It's possible.

Our world is one full of decisions – and one full of contradictions, in which companies have to make new choices every day. Profit or sustainability? Technology or humanity? Speed or precision? Our daily life is characterized by such either-or decisions. But what if there were a way to unite instead of divide? That is exactly the approach that TGW Logistics takes, combining the best of two worlds. This allows “AND” to take center stage, and with it the power of collaboration.

Brand transformation

The relaunch is the visible expression of a reorientation. TGW Logistics has grown a lot over the past years and its turnover recently surpassed the billion-euro-mark for the first time in the company's history. The product and solution portfolio has also undergone a sustainable expansion: in addition to the mechatronic engineering know-how built up over the last five decades, expertise in software and digitalization is also among TGW

Logistics' core competencies as a systems integrator. The reworked brand identity represents a step in this transformation process, provides clarity and highlights TGW Logistics' ongoing development.

Variety, multidimensionality and dynamism

The new branding will contribute to further strengthening TGW Logistics' position in the core markets of Europe, North America and Asia. Colors and shapes stand for variety, multidimensionality and dynamism. "It's possible" is a promise to customers, suppliers, employees and the public to achieve more – and to make the impossible possible.

"TGW Logistics creates solutions that do not require compromise. We provide a workplace that fosters individuality and at the same time strengthens team spirit. Our systems combine speed and precision; they provide high performance today, and are simultaneously ready for the challenges of tomorrow," affirms Henry Puhl, CEO of TGW Logistics. "We see ourselves as enablers, supporting our customers in the realization of their plans for the future: responsible, passionate and independent."

Industrial and social entrepreneurship go hand in hand

The philosophy of "Focusing on People – Learning and Growing" provides the operational framework here. Industrial entrepreneurship (TGW Logistics) and social entrepreneurship (TGW Future Wings) are bundled together under the umbrella of the TGW Future Private Foundation. This trio constitutes what we call the TGW world.

Two-thirds of TGW Logistics' profits remain within the company and are invested in the employees and innovations. One third goes to the owner, the TGW Future Private Foundation, which in turn uses it to support the charitable projects of TGW Future Wings. Exemplary entrepreneurship AND social commitment: It's possible!

www.tgw-group.com

About TGW Logistics:

TGW Logistics is one of the leading international suppliers of material handling solutions. For over 50 years, the Austrian specialist has implemented highly automated systems for customers, including brands from A as in Adidas to Z as in Zalando. As systems integrator, TGW Logistics plans, produces, implements and services complex logistics centers – from mechatronic products and robots to control systems and software.

TGW Logistics Group has subsidiaries in Europe, Asia and the U.S. and employs roughly 4,500 people worldwide. In the 2023/24 business year, the company generated a total revenue of 1.07 billion euros.

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