



## Press Release

Arques, Friday 13 May 16

### ARC REVEALS ITS NEW VISUAL IDENTITY

The worldwide tableware leader is delighted to present its brand new corporate logo.

More than a simple graphical evolution, this change embodies the significant transformation the Group has gone through, one year after it has been recapitalized to gain global market share with an emphasis on innovation, quality and customer service.

Dynamic, young, design oriented, and playful with its colors, shapes, and transparency, this new logo represents Arc's positioning and its commitment to innovation and quality.

The roll-out for this new Arc visual identity will continue throughout all sites within the Group, which will see their style updated within the following months, to fit with the new design of the logo.

#### About **Arc**

**Arc** employs 10,160 people worldwide, including 5,260 in France. The Group, whose head office is located in Arques, in the French Pas-de-Calais region, achieved gross sales of €849 million in 2015. Armed with its know-how in glassware, it developed globally and currently markets its complete tableware ranges to more than 160 countries.

The Group covers the Consumer Goods and Food Service markets through a portfolio of brands – Luminarc®, Arcoroc®, Cristal d'Arques® Paris, Chef & Sommelier® and Arcopal®. For over 40 years, the Group has also been serving professional customers – industrial groups, wholesalers, manufacturers of semi-finished and finished products, service providers – with a wide range of tailor-made solutions to meet their specific needs (industry, advertising, premiums, loyalty).

**Arc** is present in five continents with its production sites (France, United States, China, United Arab Emirates, Russia), distribution subsidiaries (United States, Spain, Australia, Mexico, Brazil, Japan, South Africa) and sales offices.

The Group has adopted a strategy of sustainable development in order to balance economic requirements, social responsibility and respect for the environment, and joined the U.N.'s Global Compact in 2003.

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