



Press release
Marly, France - 15 October 2018

Lyreco Group: new identity, new positioning. "WORKING TOGETHER FOR TOMORROW"

The Lyreco Group, leading European distributor and third largest global distributor of workplace solutions for businesses, today unveils its new positioning. This development embodies the Group's strategic ambitions and recalls the Lyreco values, which make up the key elements of its DNA: a relationship of trust with its customers, suppliers and partners, the valuing of its employees and their skills and its commitment to Corporate Social Responsibility.



With a view to maintaining its leadership and responding to new purchasing behaviours, the Lyreco Group has set itself 3 **strategic priorities**: to create **the best customer experience** through a combination of technology and employee expertise; to extend its offer in order to become the **multi-specialist partner**; to develop by means of **external growth** through existing activities, new businesses and geographical areas, particularly in Asia. This strategy aims to support customers in their digital, economic and societal transformations.

Since it was founded in 1926 Lyreco has always been able to change and reinvent itself. This heritage is evident in its mission to confront the challenges of today: **Lyreco. The Responsible Partner**. The change in visual identity accompanies this mission, and represents the consideration and support it bears towards its employees, suppliers and partners.

While retaining the fundamentals of the brand, the name and the construction of the logo, the ellipses have been lengthened. Green has been chosen to echo an ambitious CSR policy that systematically involves sustainability in decision-making processes. The new signature: "**WORKING TOGETHER FOR TOMORROW**", which will remain in English for all subsidiaries, highlights the Group's long-term relationship with all its stakeholders.

Thanks to a clear strategy, a solid financial foundation and a "Responsible Partner" commitment shared by all, the company is continuing its development while maintaining its values as a family business.



The new visual identity is being rolled out for Lyreco product packaging and its delivery fleet

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[Download the visuals](#)

About the Lyreco Group:

The Lyreco Group is the leading European distributor and third largest global distributor of products and services for businesses. The group operates in 25 countries and covers 42 countries through its partnerships. With a turnover of two billion Euros, its results can be attributed to its close collaboration with its customers, outstanding logistics and the ambition that it shares with its 9,000 employees: "Always at your side to make your work life easier".

For more information, visit: <http://thailand-corp.lyreco.com/gbr/>

Youtube channel: <https://www.youtube.com/user/LyrecoThailand>