The new image of COMPO EXPERT emphasizes innovation and quality as distinctive signs

The company COMPO EXPERT, the world leader in special fertilizers for professional use, has started 2017 with a new corporate image and new logo, which makes innovation and quality its most distinctive signs and with which it aspires to continue growing and meet the expectations of its collaborators and clients.

The new corporate image of COMPO EXPERT emphasizes innovation and quality as the values and strengths of the company, represented visibly and clearly recognizable in the design of its logo. COMPO EXPERT begins a new stage with this new image, with which it intends to continue advancing and becoming more and more experts within the agricultural sector.

After an exhaustive strategic process, which has been the basis for choosing the new image, COMPO EXPERT has developed a new symbol that opens new opportunities to the company, *developed from descriptive elements of granular fertilizers and plants and which transmits an image of growth.*

The process of conceptual development of the logo began in the summer of 2015 through a procedure that has involved all international marketing departments along with four design agencies. *During this time the company has been working with the following criteria: compliance with defined limitations, application capacity, print quality, mobility, effectiveness and protection.* The process concluded with the selection of a proposal among three finalist projects, which was personally chosen by the COMPO EXPERT team.

With its new image, COMPO EXPERT aims to continue growing in the Spanish market of plant nutrition, attending to the maxim of "To grow we must change, and we are experts in that"

Source: COMPO EXPERT