



FOR IMMEDIATE RELEASE  
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## FEICA UNVEILS A NEW LOGO, SIGNALLING THE ASSOCIATION'S DYNAMIC AND INNOVATIVE FUTURE

FEICA, the Association of the European Adhesive and Sealant Industry, has updated its logo, giving it a fresh new look, and marking the most significant change in the Association's visual identity in twenty years.

The Association's European Executive Board approved the logo towards the end of 2016, satisfied that it preserves FEICA's heritage and projects the image of an engaged and active association. FEICA's President, Steve Kenny (H.B. Fuller), stated 'We have opted for a modern feel for our new logo which perfectly reflects the association's past, present and future. FEICA strongly believes in innovation, sustainability and new technologies, and this streamlined image illustrates that FEICA is a forward looking association built on the solid foundation of strong and responsible European regulatory work since the early 1970s'.

Philip Bruce, FEICA's Secretary General, added 'We are very proud of our updated identity, which will be evident in all communications with immediate effect. It is the right image for the direction we are heading in'.

You can check out the new logo, launched today, on [www.feica.eu](http://www.feica.eu).

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### FEICA

FEICA, the Association of the European Adhesive and Sealant Industry, represents the industry at a European level and works with all relevant stakeholders to create a mutually beneficial economic and legislative environment.

Our industry is a success story that makes many everyday products possible, contributes to the economy, fosters sustainable development, encourages innovation and offers stimulating careers for people with a wide range of skills.

For further information about FEICA, please visit our website [www.feica.eu](http://www.feica.eu).

#### Secretariat

Phone: +32 (0)2 676 73 20  
Fax: +32 (0)2 676 73 99  
E-mail: [info@feica.eu](mailto:info@feica.eu)  
Website: [www.feica.eu](http://www.feica.eu)

#### Media contact

Kristel Ons  
Communication & Event Manager  
E-mail: [k.ons@feica.eu](mailto:k.ons@feica.eu)  
Phone: +32 (0)2 792 75 17



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