



Press release

EUROPLANT launches new logo

Well positioned for the future

Lüneburg, July 2023 | EUROPLANT Pflanzenzucht GmbH presents itself with a new, modern brand image. A new logo, new colours and new fonts create a contemporary corporate identity.

The new logo reflects the start of the internal reorganisation of the company externally. In future, breeding, agriculture and distribution will operate under one brand. The integration of these three business units aims to further strengthen market presence and competence, simplify internal processes and shorten decision-making paths.

"The new trademark makes it visibly clear, that we are an innovative, modern company," Jörg Renatus, EUROPLANT Managing Director, is pleased to say.

"In the past 30 years, we have established a significant market position. With our new structure, we are well-positioned for the next 30 years as well. The modernized logo represents this realignment excellently. We are looking forward to the challenges and diverse opportunities that lie ahead," so Renatus.

Starting in July, the logo transition will be gradually implemented across the entire external presentation.



Varieties. Competence. Service.

EUROPLANT Pflanzenzucht GmbH

EUROPLANT Pflanzenzucht GmbH is a leading international company that breeds, multiplies and distributes high-quality potato varieties. The combination of resistance, resilience and efficiency of these innovative varieties enables agriculture to meet the challenges of the future.

With a portfolio of more than 100 state-of-the-art and high-performance table, processing and starch varieties, EUROPLANT provides solutions for all cultivation conditions, markets and directions of use.

Through integrated production, the company covers the entire value chain from research and breeding to multiplication and worldwide exclusive distribution of protected potato varieties. EUROPLANT supports its national and international partners with comprehensive services and consultancy.

EUROPLANT operates in over 70 countries and has a global breeding and distribution network consisting of 14 subsidiaries, associated companies and contractual partners. The company, headquartered in Lüneburg/Lower Saxony with more than 400 employees, generates an annual turnover of approx. 550,000 tonnes/200 million € and is led by the two managing directors Jörg Eggers and Jörg Renatus.

For more information:

EUROPLANT Pflanzenzucht GmbH
Wulf-Werum-Str. 1 · 21337 Lüneburg, GERMANY
Tel. +49 4131 748005 · marketing@europlant.biz