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Galactic announces rebranding as part of business evolution

Brussels, 2nd of April 2024 - Galactic launched a rebranding, marking an exciting milestone in the ongoing evolution and consolidation of the group. The effort includes logo rebranding, refreshed visual identity, and an updated website.

The primary focus of the restyling effort is to encapsulate the core values of the company within a bold and integrated identity of the Galactic group, with teams located across 5 continents. The rebrand reflects Galactic’s reaffirmation of its commitment to growth, adaptability to consumer’s evolving preferences, and the constant pursuit of excellence.

*"Our business has evolved substantially in recent years, including an expansion of natural solutions made by fermentation, and other unique developments we offer" said **CEO Frédéric Van Gansberghe**. "We're excited to unveil updated branding that more accurately reflects the company we've become, a partner to support food manufacturers' needs and innovators worldwide."*



1998



2010



2024

Galactic’s rebrand is a balanced formula, combining the past and the future: keeping core elements but in clearer shapes to improve the legibility being fully recognizable across a variety of sizes.





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While the colors stay unmistakably connected to brand’s legacy: the dynamic blue reflecting company’s commitment to innovation, scientific advancements, and technological progress. And vibrant green complements Galactic’s dedication to preserve naturalness and the environmental care commitment. All this seasoned with clean and modern typeface consolidates Galactic’s intention to convey a sense of modernity, clarity, and simplicity.

Founded in 1994, the company developed a strong expertise in fermentation, and an extend portfolio of customized solutions. 30 years later, what was then a small family-owned project, is now home to more than 350 employees worldwide, including Global Application Labs, microbiology labs, innovation center and pilot plants in Asia, Europe and US.

*"The team at Galactic is driven by immense pride in our company’s history, combined with the ambition to develop ourselves in new directions and to better support our customers," said **Katrien Lambeens, Chief Commercial Officer.** "Great marketing is more than just delivering the right message at the right time – it’s also about making real connections with people. And Galactic is purpose-built to build bridges between people worldwide."*

ABOUT GALACTIC:

Galactic is one of the world’s leading producers of natural ingredients and derivatives for over 30 years. Through a fermentation process of sugar and non-GMO microorganisms, we pride ourselves on developing a broad range of natural antimicrobials and ingredients, all dedicated to food manufacturers. Galactic’s products and services are available in over 70 countries around the world, all produced in production facilities and high-performance labs located in Europe, North America, and Asia.

