



WE SURE KNOW TEXTILES

*TEXTILCOLOR AG PRESENTS
ITSELF IN A NEW DESIGN*

BLOCKBUSTER

*STAY TUNED TO
FIND OUT MORE*

SWISSNESS

INNOVATIVE

PERSONALLY

TEXTILCOLOR AG makes a stronger commitment to Swissness and sets an example:

From February 2022, the letterhead of TEXTILCOLOR AG will be adorned with a new brand identity. The takeover by Detlef Fischer, which already took place in 2016, led to a change in culture.

At the beginning of the new year, the company presents itself with a revised brand identity and thus strengthens its ties to Switzerland as a business location. The former TEXTILCOLOR design existed since the foundation of the company in 1978. It no longer seemed up to date and no longer corresponds to the culture, which is newly shaped and lived by the TC team.

With the takeover of the business by Detlef Fischer, a suitable claim "WE SURE KNOW TEXTILES" was added some time ago.

The new design features youthful, fresh colors and preserves the company's traditional values through the unchanged claim. The Swiss cross in the company logo refers to the essential values of TEXTILCOLOR AG, which are strongly linked to the high Swiss quality standard. Even the constant striving for backward integration also leads to regional value creation and is a clear commitment to Switzerland as a business location.



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