MediaRoom

# Rebranding Reinforces Kemin Nutrisurance Promise to Customers

**Pet food division launching new visual identity and communications strategy**

**DES MOINES, Iowa** (March 29, 2017) – Kemin Nutrisurance, the pet food and rendering technologies division of Kemin Industries, is launching a new visual identity and communications strategy to showcase its innovative product range, industry-leading technical expertise and unparalleled commitment to pet food manufacturers, renderers and ingredient suppliers worldwide.

“The rebrand theme is built around the promise that *Kemin Is Assurance* throughout every step of the pet food manufacturing process,” said David Raveyre, President of Kemin Nutrisurance. “We are committed to assuring customers around the globe that with Kemin Nutrisurance, they will experience consistency and excellence across our portfolio of stability, palatability and food safety solutions.”

The updated positioning statement, tagline, brand imagery and product logos will have far-reaching impacts worldwide, as Kemin Nutrisurance products and services touch 1.3 billion lives annually. The new communications strategy and redesigned visual identity will be reflected throughout the division’s marketing initiatives including advertising, social media, global tradeshows, symposiums and website content at www.kemin.com/assurance.

“While Kemin Nutrisurance is already a leader in the pet food industry, our rebranding efforts will help better differentiate our complete portfolio of product and service solutions,” said Steve Malone, Director of Marketing for Kemin Nutrisurance. “We are excited to use strategic cross-channel messaging to elevate the benefits of our partnership with customers around the world.”

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**About Kemin Industries**

Kemin (https://www.kemin.com/en) has been dedicated to using applied science to improve the quality of life for over half a century. As a global company touching 3.4 billion people every day with its products, Kemin is committed to improving the quality, safety and efficacy of food, feed and health-related products to feed a growing population and be a resource for others in need.

Committed to feed and food safety, Kemin maintains top-of-the-line manufacturing facilities where over 500 specialty ingredients are made for humans and animals in the global feed and food industries, as well as the health, nutrition and beauty markets. The company provides product solutions and options to customers in more than 120 countries.

A privately held, family-owned and operated company, Kemin has more than 2,000 global employees and operates in 90 countries including manufacturing facilities in Belgium, Brazil, China, India, Italy, Singapore, South Africa and the United States.

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https://news.kemin.com/2017-03-29-Rebranding-Reinforces-Kemin-Nutrisurance-Promise-to-Customers?locale=sa_pt