

Sipcam Agro USA Undergoes Rebranding

Thursday, Dec. 31, 2009, 8 a.m., EST

Sipcam Agro USA Inc., a Durham, N.C.-based developer of chemical and biorational solutions for the home and garden, agriculture, turf and ornamental and pest management markets, is undergoing corporate rebranding. The goal is to create a cohesive look among Sipcam Agro USA and its wholly-owned subsidiaries, Advan LLC and Sostram Corp., said Cathy Fuhrman, Sipcam Agro spokeswoman.

The rebranding strategy entails operating under a new name, SipcamAdvan, in the U.S. and launching a new logo that incorporates elements of both the Sipcam Agro USA and Advan brands, which offer the most brand equity, according to Fuhrman. The rebranding strategy also includes launching new packaging for all of Sipcam Agro's products. Fuhrman said the new packaging, featuring the SipcamAdvan brand name, is expected to be phased through August 2010.