

follow the journey!

The Evolution of the **EMPRESS** Family of Brands



THE EMPRESS JOURNEY began with a simple yet powerful vision: to provide unparalleled quality and value to our customers.

As we've grown, so has our understanding of the needs of our customers. The evolution of the Empress brand is not just a change in look and feel; it's a reflection of our dedication to staying ahead of the curve and delivering more value than ever before.

⚠ IMPORTANT! WHAT'S NOT CHANGING... THE PRODUCTS THAT YOU HAVE GROWN TO TRUST!

While there will be updates and improvements to the graphics on the boxes, and in many cases to the boxes themselves, the products inside the box remain the same!

WHAT IS CHANGING:

- Refined Identity:** Our updated logo and brand aesthetics represent the sophistication and modernity we bring to every product and service. It's a visual testament to our forward-thinking approach and commitment to innovation.
- Simplified Packaging Layout:** Brand, description, line art, item numbers and bar codes will have the same placement on all products in the Empress family of brands – making it easier to identify products for warehouse operations, in use and for reordering.
- Enhanced Digital Experience:** We're improving our digital platforms with enhanced content and images, paired with improved systems and access, creating a more intuitive, personalized, and responsive customer experience.

WHEN IS THIS HAPPENING?

- The process has begun!** Starting with paper and then moving into foodservice, the graphics and corrugate changes will be a running change over the rest of 2024 and throughout 2025.
- During the transition, you may receive old or new packaging. But remember... **what's inside the box stays the same!**

HOW CAN I FIND OUT WHEN BRANDING IS CHANGING?

- For up-to-date information on the timing of changes, please visit the updated Empress brands website:

empress-products.com



NEW PACKAGING

In the coming weeks and months, you will see refreshed packaging for Empress, Empress Elite and Empress Earth, including:

SIMPLIFIED CASE LAYOUT

- A simplified case layout which will provide essential information needed to quickly identify, ship, or use any Empress Brand.

UNIQUE BRAND COLORS

- Standardized print color unique to each Empress Brand

KRAFT PACKAGING ADVANTAGE

- Wherever possible, kraft (brown) corrugated will be used for outer cases. This keeps in line with our corporate initiative to move as much of our exclusive brand packaging as possible from white to kraft.

