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## NOTA DE IMPRENSA | PRESS RELEASE

### **A fresh identity for Marisol natural sea salt company**

*Relaunch with new corporate identity, packaging designs, and international B2B focused website*

**OLHÃO, Algarve, Portugal, 12 April 2013** – As part of its strategy to consolidate and grow exports to international markets, Marisol®, the natural sea salt company, is relaunching its business. The relaunch includes a new corporate identity, new packaging designs, and a new B2B focused website. The new identity also reflects the successful transition made by Marisol from its artisan origins to a sustainable business that exports sea salt all over the world.

The brand refresh is being applied to Marisol's entire product range, as well as all promotional material and company literature. The rebranded website will be published first in English, followed by German and Portuguese. Marisol's refreshed identity communicates the premium nature of its gourmet sea salts as well as the company's continued commitment to providing completely natural salt, using sustainable procedures and traditional hand harvesting techniques. The gourmet range includes Flos Salis® (flaky flower of sea salt in ceramic salt ware), Flor de Sal (flower of sea salt) and Sal Tradicional (traditional sea salt).

#### **Visual identity**

The 'sun and sea' symbol in the new logo highlights two vital 'ingredients' used in the creation of Marisol sea salts – Portugal's southern Atlantic sea and the Algarve's sunshine. The blue and orange colour combination from the original logo has been retained, with a more distinctive blue, and a more elegant logotype, being employed. The strapline states 'Superior Sea Salts from Portugal' and the 'sun and sea' symbol is repeated in a prominent solid colour on product packaging as a visual reference.

**New website**

A central pillar of Marisol's export focused strategy is the redesign of its website. The new, B2B site targets international markets, serving the information needs of distributors, supermarkets, specialist retail outlets, the food industry, pharmaceutical companies and cosmetics businesses.

Marisol's full product catalogue is included in the rebranded site together with a list of distribution partners by country; information on international certification; and useful summaries of the different salt qualities. Within the press centre there are press releases, press articles, and a photo library. The site is also a useful reference for end consumers with details on how to use and how to store Marisol's gourmet sea salts.

Both Marisol's new corporate identity and website are co-financed by European Community funds through a QREN (National Strategic Reference Framework) project under the Algarve Operational Program, PO Algarve 21.

**Trade fairs**

Marisol's new corporate identity and product packaging will be on show at Alimentaria international food fair Lisbon, from Sunday, April 14 through to Wednesday, April 17, 2013 (Pavilion 1, Stand 1D030); at SIAL Toronto, Canadian Food Fair from 30 April to 2 May, 2013; and at New York's Fancy Food Fair in from 30 June to 2 July, 2013.

The new website will launch on April 14 to coincide with the trade fairs and Marisol plans to participate in further international food fairs in 2013 such as SIAL Gourmet Selection in Paris (September) and ANUGA in Cologne (October).

Two new products will be launched at Alimentaria international food fair Lisbon - zip-lock plastic pouches (doy packs) for Marisol's Flor de Sal (200g) and Sal Tradicional (500g), carrying the new company identity.

**Böer & Siebert Lda ('Marisol')**

The Portuguese company owns the trademarks Marisol® and Flos Salis® and produces natural sea salts for wholesalers, major supermarkets, and specialist retailers all over the world. Export countries include amongst others, the UK, Germany, Austria, Switzerland, Denmark, Spain, Sweden, USA, Canada, Australia and Japan. The company also produces bespoke packages for own label brands, food manufacturers, and pharmaceutical companies.

Founded in 2000, the company works in partnership with traditional salt producers in the protected nature reserves of southern Portugal's Atlantic coast. Böer & Siebert Lda ('Marisol') stands for the

sustainable production of unprocessed, natural sea salt and is committed to verifiable quality, a transparent supply chain, and fair business partnerships.

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(638 words)

**Notes to Editors:**

For further information, please call Andrea Siebert at Böer & Siebert Lda on +351 289 793 601 (10h00 to 18h00 GMT), email [sales@marisol.biz](mailto:sales@marisol.biz) or visit <http://www.marisol.biz>

Members of the trade can request samples of products using the same contact details.

**Legal:**

The company is certified by Certiplanet, Peniche/Portugal; Natural Food Certifiers (USDA accredited), New York/USA; and SGS Portugal for ISO 22000 and IFS Food.

Certificates, product specifications and analytical data are available on request.

Marisol® and Flos Salis® are registered and protected as community trademarks within the EU and the United States.

**Marisol's new salt pouches (doy packs):**

For further details please refer to press release *Innovative packaging for Marisol's superior sea salts* (22 March 2013).

**For further information:**

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