

The Sorigué Group presents its new corporate image

The presentation coincides with the 60th anniversary of the company

The Sorigué Group unveils its new corporate identity, a symbol of its new start aiming to unify all the business areas and culture of the business group under a single brand. This presentation coincides with the celebration of its 60th anniversary in the business.

The new image is the first step in the evolution of Sorigué's corporate strategy, driven by a generational change in the leadership of the group. Ana Vallés, president of the group, points out that "the new brand highlights its identity and the history of the company, which embodies the new business strategy based on a commitment to bring together all the business lines creating synergies while optimizing internal resources".

A new strategy

Part of this new business strategy is based on a strong commitment towards innovation and technology. Sorigué has obtained the first Emulsar prize... and is currently developing projects with prestigious universities like the University of Barcelona and Harvard University. In this innovative context, Sorigué takes part in the Smart City Expo World Congress, which opened its doors today in Barcelona. Another key point is outsourcing with special attention to countries like China, Algeria and from northern Europe, among others.

One of the first projects envisioning this new strategy is the PLANTA project presented in the Venice Biennale last June. Through this project, the group sets a meeting point that favors and spurs new initiatives and business synergies. PLANTA is a space that mixes talent and knowledge within the fields of art, science, technology, architecture and business.

A new brand

The new brand architecture organizes the business portfolio of companies in the group, which consists of more than 50 companies based in all major cities in Spain (Acsa, Ambitec, Firtec, Coutex, Axer, Vialex, Ditransco, Nordvert...), specifying the relationships between them to optimize their overall value as an economic asset. "With this new brand strategy, we are uniting our efforts and business objectives, as well as creating a comprehensive identity that allows us to communicate who we are, our positioning and personality through a unique and distinctive style," said Valles.

The new Sorigué Brand will coexist for a short period with the sub-brand Acsa Sorigué.

SUMMA, a leading branding and corporate strategy company in Spain did the process of creating this new Brand identity.

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