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Grupa Azoty Group's Agro Segment with new communication concept

The Grupa Azoty Group, a leader of Europe's fertilizer and chemical industries, is implementing a new communication system for its Agro segment. The rebranding effort seeks to create a modern and recognisable brand of products projecting a consistent image that will also address challenges faced by agriculture in relation to the European Green Deal. The effort marks another step towards business integration of the Grupa Azoty Group companies.

The rebranding of Agro products is a continuation of the efforts commenced in 2018, when four companies of the Grupa Azoty Group based in Tarnów, Police, Puławy and Kędzierzyn-Koźle, signed a cooperation agreement that strengthened their relationships in the area of sales management.

'Our past experience demonstrates that the decision to consolidate the companies' potential was right. Collaboration within the Group generates multiple benefits not only for the Group and its individual members, but also for the national economy. In line with the goal set in 2018, we pursue a uniform sales strategy and policy within the Agro segment, supported by efforts taken under a common brand. We want to stay on this path, therefore we are entering a next phase of the integration process, focusing solely on sales and marketing. I am confident that in line with our past experience this move will help us improve efficiency on the fertilizer markets in Poland and wider Europe,' **saidr Wojciech Wardacki, President of the Management Board of Grupa Azoty S.A.**

Issues relating to the European Green Deal played an important role in developing the Agro segment's communication system. With the rebranding process, the Group wants to emphasise the significance of using natural resources responsibly. It is an effort undertaken by a producer who understands and stresses the importance of balancing the nature, food systems and biodiversity.

The new communication system is based on four key components ensuring sustainable development in agriculture: soil, water, yield and proper field cultivation with the use of modern products of the Grupa Azoty Group, which can be applied in various conditions and to various crops.

'As a responsible chemical company, Grupa Azoty is aware of the existing risks related to environmental degradation, such as the worsening climate change and consequences of events affecting agriculture in Europe, including floods, droughts and storms that cause temporary water scarcity or excess. As a leader of the fertilizers market, we respond to the current risks by offering innovative products, professional advice and state-of-the-art digital technologies, which are consistent with the goals of Agriculture 4.0. The change in our communication system combines and emphasises all these efforts,' **said Piotr Zarosiński, Head of the Corporate Agro Sales Department, Grupa Azoty S.A.**

The Grupa Azoty Group's fertilizer products will soon be sold in uniform packaging, as four product categories that embody the crucial elements of sustainable agriculture.

'Each of those elements has its unique visual design, colour scheme and symbols. Together they send a coherent message, summing up the way we perceive Poland's modern agriculture in line with the "Abundance is What Matters" slogan,' said Sławomir Zając, Head of the Agro Segment Marketing Office.

- **nitrogen fertilizers** – blue represents WATER, one of the Earth's most valuable natural resources that is vital to agricultural production. In 50 years, water shortages will be the most significant factor hindering food production.

- **two-component fertilizers** – brown represents SOIL, showing climate change and human activity that have the effect of reducing the humus content in soil. Fertilizers manufactured by the Grupa Azoty Group are innovative and environmentally-friendly products that help restore soil balance and are a source of nutrients.

- **compound fertilizers** – green represents FIELDS, standing for cultivation methods, which should be adapted to field conditions. This is a good agricultural practice supported by the Grupa Azoty Group. Such good practices mainly apply to sustainable fertilizer management, water and soil protection, as well as protection of landscape diversity.

- **nitrogen-sulfur fertilizers** – yellow represents YIELD, being a product of the technologies developed by the Grupa Azoty Group that effectively leverage synergism between elements and their combined effect on the plant, helping to improve yields.

The complete communication system will also be deployed in points of sale, signage, delivery vehicles, and information materials used by Grupa Azoty S.A., Grupa Azoty Zakłady Azotowe Puławy S.A., Grupa Azoty Zakłady Chemiczne Police S.A., Grupa Azoty Zakłady Azotowe Kędzierzyn S.A. and Gdańskie Zakłady Nawozów Fosforowych FOSFOR Sp. z o.o.