
Press release

Chalon sur Saône, April 7, 2021

SEVA, a subsidiary of the Saint-Gobain group, established in Chalon-sur-Saône in 1926 employing 280 people, reveals a new brand identity.

Interview with Mr. Giampaolo PUNCIÓNI, SEVA General Manager.

How did the idea of a new brand identity for SEVA come about?

The current health and economic crisis has prompted us to explore new market opportunities. We are confident in our human and technological resources and rely on our capacity to adapt and so we realized that the time had come to define SEVA's own identity, renew our offer and our market presence. Thus, this new logo was born: A desire for history, while focusing on the future!

What are the characteristics of the new logo?

The new SEVA identity reflects the values of Saint-Gobain and refers to its logo, reminding us of our pride in belonging to this international group.

It carves out our DNA through the sign of validation: success in projects, innovation and performance. The shades of blue express the mastery of technology and the innovation orientation, the turquoise refers to the Corporate Social Responsibility and our ambition for a sustainable development. These are historical and powerful values of SEVA, which is revamping its logo to strengthen the link with its long-standing customers and to open up to new market segments.

What is SEVA's mission?

We act as a trusted partner to our industrial customers for:

- development and supply of high quality technical solutions and complex production equipment,
- support in the industrialization of their proprietary and strategic manufacturing processes.

What is SEVA's vision?

SEVA wants to anticipate the new challenges of industrial transformation such as digitalization, industry 4.0 and the carbon neutrality approach. This with the ambition to become a benchmark on the international market and a partner who assists the customer on the entirety of an innovative project with high technology.

What are the strengths of SEVA that you wanted to express through this new logo?

SEVA's strengths are, on the one hand, the men and women who make up the company, a real panel of skills, expertise and know-how and, on the other hand, modern and flexible equipment. We offer a comprehensive service to support our customers in their industrial challenges.



About SEVA:

SEVA, a 100% subsidiary of the Saint-Gobain group, has been in existence since 1926 and currently employs 280 people at its two sites in Chalon sur Saône (F-71).

SEVA is positioned as an industrial expert in engineering, foundry, machining and mechanics.

Its activity is organized in 3 business units:

- *industrial tools and special products (Alloys and Transformation),*
- *design and production of industrial equipment (SYSPRO),*
- *closing solutions (SEVAX).*

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