

Pressrelease

INVEX announces rebranding



The family company INVEX is rebranded with start 1 of November, to reflect growth.

INVEX is a competent supplier of products, solutions and services in the metal industry, semi-finished products in Titanium, Special qualities of stainless steel, steel and Aluminum. The company strengths include a broad international network of contacts world-wide with plants and wholesalers in the metal industry and extensive material expertise.

INVEX was founded in 1982. The company corporate culture is characterized by commercial awareness, humanity, and inclusiveness. Good business ethics and long-term, trusting relationships are important starting points both internally and in contacts with external parties.

The company will release a new logo and website redesign that will all work with its new growing business model. Knowledge and service are two important concepts in ensuring that INVEX customers ultimately receive the best possible product. The company have been working very closely with their customers throughout the whole product life cycle. From product development, production planning, stocking and production.



"We think our new brand position represents where the company is going, and where it has been," says CEO Stefan Lundberg. "Specifically, INVEX represents extended collaborations, in which business relationships are more like partnerships. Our rebranding better represent the potential future we are aiming at."

Please visit www.invexmetal.com to explore the new website, brand, and office.

