Clextral launches its new visual identity

The leader in twin-screw extrusion, couscous lines and supplier of DKM pumps unveils its new logo and launches its new internet site.

Georges Jobard, President of Clextral: “Lifestyles and consumption are evolving throughout the world. Clextral’s increasingly innovative solutions enable its customers to meet new challenges. Our new logo and our new Web site express this determination.”

Clextral new corporate signature: EXtrusion, EXpertise, EXcellence.

We have created a new logo to express this determination. The letters EXT symbolize twin-screw extrusion, Clextral’s core technology. They are set in the middle of a block that expresses the strength of the company and the robustness of its technologies. The three letters EXT centered between upstream and downstream letters also express Clextral’s business, which is to design and provide turnkey production lines. The color green of the oval evokes Clextral’s commitment to contribute positively to the future of our planet with its cleaner technologies. Innovations in Green Extrusion Technology and Extrusion Porosification Technology are clearly in line with the move to increased sustainable development. This logo is applied with color variations to Clextral’s different businesses serving diverse markets: Food & Feed, Green Industries, Powder Industries and DKM Pumps.

Clextral launches its new Web site: www.clextral.com

“We are pleased to present our new Web site, featuring a new visual style, easier navigation and clear information on our technological offer. You can access this site with all media, including computers, smartphones and tablets and in different languages”, explains Georges Hallary, Vice President Marketing and Sales. It is also possible to receive our newsletter online and to follow Clextral’s activity on social media.

Clextral offer:
Leveraging its core expertise in twin-screw technology, Clextral, division of Group Legris Industries, provides its customers with turnkey processing lines that integrate extruders, dryers and ancillary equipment. These reliable and innovative systems are quality and excellence benchmarks in its three key markets: Food & Feed, Green Industries and Powder Industries. For 50 years, Clextral has also been designing and manufacturing high-precision DKM industrial pumps for the energy and chemical markets.

Key figures 2012
Sales (turnover):
€62.1 million
83% in exports
Staff: 270

Clextral globally
Based in Firminy, France, Clextral operates locally on all five continents to support its customers in 89 countries.

Our subsidiaries and offices:
Tampa, FL, USA - Shanghai, China - Santiago, Chili - Alger, Algeria - Moscow, Russia - Copenhagen, Denmark - Sydney, Australia - Casablanca, Morocco - Ho Chi Minh Ville, Vietnam - Curitiba, Brazil.