

DLF – the world's market leader in grass seed



The DLF path to growth is about seeds, growth and science and has brought together many grass-seed businesses. Now is the time to draw those strands together – to unify our values and heritage under a single company name and logo: DLF.

As of 1 October 2015 DLF-TRIFOLIUM will change to DLF - a more simplified company name and a refreshed logo. Together they reflect the heritage, the unity and the vision of the company. To produce world-class grass seed takes decades of research and development. In every grass-growing market in which DLF operates, we have become a premier brand with loyal customers across the world.

DLF's organic growth, driven by the Group's focus on seeds, science and service, has been supplemented by a series of astute mergers and acquisitions. Since the formation of DLF-TRIFOLIUM in 1988, turnover has increased more than tenfold. The company has acquired leading industry names such as Perryfields in Britain, Cebeco Seeds Group in the Netherlands, and the Pickseed companies in Canada and the United States.

As Truels Damsgaard, CEO of DLF, explains, growth through mergers and acquisitions can have disadvantages. *"We had reached a point where the DLF identity was becoming blurred by the many different names and logos under which we were operating throughout the world,"* he says. *"We felt that it was time to unite the DLF family under a single world-recognisable identity with a new name and logo."*

As a result, all former company names, including Innoseeds, Prodana, and even DLF-TRIFOLIUM, are now gone. They are replaced by the DLF name and a uniformed DLF logo. *"By adopting a single name, DLF becomes a more cohesive unit with a common identity in a competitive, globalized market. It makes us instantly recognisable and helps us communicate what we stand for in a way that is independent of nations and cultures,"* says Truels Damsgaard.

New look, same promise

The new name and logo draw their strength from elements that are well known to the market. The logo retains the three leaves of grass – a symbol recognised the world over – with the addition of three playful bubbles. By focusing on the trusted DLF name, the DLF Group has created a powerful worldwide brand.

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