



News Announcement

Frankfurt, September 25, 2023

Almatris introduces to the world our new visual brand!

Our logo is the heart of our brand. We are still blue and we still have triangles because there is much that will never change: customer centricity, operational excellence and high quality products.

Integrating green commits our 1,000 strong workforce to creative innovation for a sustainable future. The new Almatris corporate strategy puts forward a greener and more sustainable production of specialty alumina products while maintaining our excellent core strengths.

We adapt to our dynamic world and express it with a refreshed brand -- a bold and renewed visual expression of our more than century old identity.

Our commitment to sustainability sits at the heart of our new corporate strategy, just like our new logo's green triangle. Our continuous focus on innovation remains, reflected as a striking change in reshaping our famous triangles.

Almatris is reshaping the future.

Think alumina, think Almatris.

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