

Avantor, Inc.

Building One, Suite 200
100 Matsonford Road
Radnor, PA 19087
t 610-573-2600

FAQs

Avantor® Introduces New Brand Identity

What does the new logo symbolize?

Our company's new brand is the visual expression of bringing together two organizations with a crucial mission: setting science in motion to create a better world. The cornerstone of this new brand is our new logo. Drawing inspiration from elements of both brands, the new Avantor identity captures two strong legacies in a unified symbol. The fluid curve symbolizes the agility of a company that is always ready to adapt to customer needs. It is the infinite path of scientific discovery, signifying the momentum that propels us forward into the future.

Is the company name changing?

As announced in November 2017 when the acquisition was completed, the corporate name will be Avantor, while the channel brand will remain VWR.

Are you still using the VWR name?

The VWR name will remain our channel brand, representing the primary way our customers will order. As our channel brand, VWR offers customers an integrated, seamless purchasing experience that is optimized for the way they do business.

Is your website changing?

The overall appearance of our company websites will be updated to reflect the new corporate identity. Our goal is to provide a seamless experience to our customers. We will continue to evolve our sites to provide our customers with an optimal purchasing experience.

Does this logo change affect any of your products?

This will not impact product quality or specifications, product availability or service delivery performance. However, the new corporate logo will be phased in to appear on legacy Avantor product labels, such as those under the J.T.Baker® brand of products.

Does this logo replace the other company names, product names, brands or logos that are affiliated with Avantor?

No. The new logo will only replace the current corporate legacy Avantor/VWR/NuSil logos at this time. Other brands are being evaluated on an ongoing basis and any changes will be communicated as updates are available.

Are you still using the VWR logo?

The VWR name will remain our channel brand, representing the primary way our customers will order. As our channel brand, VWR has a new logo that incorporates the VWR name with the new corporate symbol.

Are you getting rid of the J.T.Baker® name and logo?

No. Avantor's J.T.Baker® brand has more than 110 years of recognition, reflecting high purity and quality, and will not be changing. However, the Avantor corporate logo will be adjusted on the J.T.Baker® products.

When does your new identity take effect?

The new Avantor brand identity was announced July 16, 2018. Implementation of the new visual identity will begin immediately and continue over time as Avantor and VWR continue to integrate.

Where will this logo be used?

The new corporate brand identity will be rolled out across all platforms, including our websites, promotional and marketing materials, facilities, documentation and product labels. We plan to make the changes to product labels and documentation (including Safety Data Sheets and Certificates of Analysis) in a methodical manner, adhering to our standard Management of Change (MOC) notification process before we implement the new logo.

About Avantor

Avantor® is a global manufacturer and distributor of high-quality products, services and solutions to professionals in the life sciences and advanced technology industries. As our channel brand, VWR offers an integrated, seamless purchasing experience that is optimized for the way our customers do business. Operating from over 30 countries worldwide, the company seeks to enable customer success in the biopharmaceutical, pharmaceutical, medical device, diagnostics, healthcare, educational, industrial, government, aerospace & defense, and semiconductor industries. For more information visit www.avantorsciences.com.