

Press Release

Lübeck, 1 December 2021

BAADER Announces Renaming in Denmark, Netherlands, and North America

Two years after introducing the BAADER brand name to the poultry business, BAADER today announces the renaming of four of its locations specialized in poultry processing.

Effective today, December 1st 2021, Trige based LINCO Food Systems A/S in Denmark becomes BAADER Food Systems Denmark A/S, LINCO Food Systems B.V. in Doesburg is renamed to BAADER Food Systems Netherlands B.V. BAADER LINCO Inc. in Kansas City, MO, USA is now BAADER Food Systems USA Inc. and BAADER LINCO Canada Ltd. changes to BAADER Poultry Canada Ltd.

The BAADER companies will register new orders using their respective new name. Ongoing projects and orders will be finalized under the old names. All general terms and conditions for sale and delivery will remain unchanged.

“We are now taking the opportunity to evolve our brand in commitment to our markets and highly qualified workforce. The renaming is a clear expression of our intent. It will make the existing synergies within BAADER more apparent to our customers”, says Petra Baader, Executive Chairwoman BAADER.

The renaming will foster the global growth of BAADER while streamlining organizational structures, enhancing internal collaboration, and leveraging the existing synergies across all BAADER business areas Poultry and Fish Processing, Digitalization & Software.

For more information, please contact

Julia Fuamba
Global Head of Corporate Communications
Mobile: +49 174 261 5059
Email: julia.fuamba@baader.com

About BAADER

BAADER is a global partner for food processing solutions with more than 100 years of experience. We design and engineer innovative solutions that ensure safe, efficient, and sustainable food processing in all phases, from the handling of live protein materials to finished food products. In close collaboration with our partners, we take major steps towards greater transparency, profitability, and sustainability.

To learn more about BAADER, please visit our website: www.baader.news.