

Hagens introduces new logo and names

Today, Hagens Spring Group is:

Hagens Fjedre A/S, Støvring, Denmark
Hagens Spring Manufacturing (Ningbo) Co. Ltd., China
Spring Systems in Torsås AB, Sweden
Balyfa A/S, Glostrup, Denmark
Balyfa Hungary Kft. Tardo, Hungary

In order to optimize the great knowledge and expertise within the group and to strengthen the brand and act as one company, a new logo will be introduced:



The shapes and elements in the new logo are all taken from the 3 old logos and mixed together in a new, fresh and modern look.

As Hagens is already well-known for a red logo, it has been decided to maintain a red color also in the new logo, but in a darker version than before.

The “spring” from the previous logo has been removed, as the group’s product program over the last few years has been increased to much more than traditional springs.

Furthermore, the sites will be re-named to also include “Hagens” in their names, thus the new names will be:

Hagens A/S (formerly Hagens Fjedre A/S, Støvring, Denmark)
Hagens Spring Manufacturing (Ningbo) Co. Ltd., China (unchanged)
Hagens Systems AB (formerly Spring Systems in Torsås AB, Sweden)
Hagens Balyfa A/S (formerly Balyfa A/S, Glostrup, Denmark)
Hagens Hungary Kft. (formerly Balyfa Hungary Kft., Tardos, Hungary)

This also means, that the brand names Spring Systems and Balyfa, onwards only will be marketed as Hagens.

All company numbers will remain unchanged.

A completely new webpage will also be introduced later on: www.hagens.com – and the current webpages will be removed or redirected.

HAGENS A/S

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