

# FAQ Relaunch

## Glossary

During our brand relaunch, you will come across terms you might not be familiar with. In this glossary, we will explain some words and what they mean.

### **Corporate design**

The uniform visual appearance of a business. It includes the logo, colours, fonts, images and guidelines for design. Objective: Packaging, leaflets or online: Reico should always “look like Reico”.

### **Brand relaunch**

A brand relaunch involves a comprehensive update of the brand. The external appearance is modernised – e.g., logo, colours, fonts and packaging – but without changing the values or product quality.

### **Brand**

The brand is what makes Reico visible and perceptible from the outside, i.e., the name, logo, colours, style and the way we speak to customers. The brand conveys what Reico stands for.

### **Brand Guide**

Guidelines that precisely describe how the brand is used, i.e., which logos, colours, fonts and images can be used. The guidelines help Reico to achieve an overall uniform appearance.

### **Packaging design**

The appearance of product packaging, i.e., colours, shapes, labels, images and texts on the product. Packaging design influences how high-quality and attractive a product looks.

### **Font/typography**

The type of letters (e.g., typeface, size and spacing). Uniform typography makes texts easier to read and creates a recognisable style.

## General

### **What does “brand relaunch” mean at Reico?**

A brand relaunch means that Reico is modernising the entire appearance of its brand. This includes a new logo, fresh colours, reworked packaging and an updated corporate design. The aim is to present the brand in a clearer, more modern and more emotional way – without losing our values and traditions.

### **Why is Reico doing this brand relaunch?**

Reico is continuously growing – in Germany and internationally. We are modernising our appearance to visually convey our quality, naturalness and uniqueness. In recent years, many competitors have tried to be like us and it was very difficult for us to stand out in our customers’ eyes. The brand relaunch strengthens the brand, creates recognition and supports all Reico partners in their communication with customers.

## FAQ Relaunch

### **When will the new brand appearance be launched?**

The official start date is 7 March 2026. This will be the beginning of a transitional phase that will last for the whole of 2026.

### **What will change in practice on 7 March?**

To begin with, the following will be available in the new design:

- Online shop and portal
- Product manual in all languages
- Starter set for new Reico partners
- Invitation cards to the banquet for humans and animals
- Informational materials for customer interaction
- Merchandise such as clothing and accessories
- (New) MAXiDOG Cura Algae
- (New) MAXiDOG Pura Lamb
- (Neu) MAXiDOG Lamb Feet
- (New) Toothpaste

### **When will customers be informed?**

Our customers can also experience the new look from 7 March 2026. The online shop has already switched to the new design. There is also an explanatory text about this on the website. We will attach a flyer to all packages explaining the change and creating clarity.

## Logo and design

### **What is changing about the logo?**

The new Reico logo will be more modern, clearer and more easily readable. But it will still be strongly tied to our values. The old partner logo will no longer be used. By using one logo, we will create more visibility and create a uniform outward appearance. At the same time, we will make it easier for you to advertise for Reico. We have summarised how you can use the new logo in our new guidelines.

### **Which colours and fonts will be used in future?**

Reico is getting a new colour scheme that emphasises naturalness and vitality. More detailed information about colours and fonts is provided in our Brand Guide.

### **Where can I find the new logo and the design guidelines?**

All materials are available to download in the Partner portal. There you can find the logo in different formats, templates for presentations, social media posts and print templates.

## Brand names

### **Will all products keep the same name as before?**

No. As part of the brand relaunch, we have consciously decided to simplify our brand architecture and to make it clearer.

To make it as easy as possible for you and our customers, the correct product will still be displayed in future when you enter the old product name in the shop.

## FAQ Relaunch

### Products and packaging

#### **Will the products themselves change?**

No. Our proven quality won't change! However, there may be minor adaptations to declarations as part of the redesign of packaging. We will provide you with transparent information about these separately. In future, the packaging design will be clearer, higher-quality and more attractive.

#### **How will I be able to tell the difference between the old and new packaging?**

The new packaging will feature the Reico logo and a fresh, harmonious colour scheme. In addition, the product names and information about ingredients will be clearer.

#### **For how long will the old packaging continue to be used?**

The changeover will take place throughout the whole of 2026. This is due to the sometimes very complex processes involved in changing packaging. However, we intentionally wanted to avoid disposing of materials simply to be able to introduce a new design more quickly. This is why we have chosen the more sustainable path.

Won't using old and new packaging at the same time result in chaos?

It is actually a very complex issue, so we want to keep providing our customers with transparent information:

- our colleagues in support will provide information about the changeover by phone.
- Every package will contain a flyer explaining the background and why the packaging designs may differ.
- The new designs will be shown in the online shop but the text will mention that the changeover of the packaging may take some time.

#### **My customer wants to make a complaint about a delivery because the goods are out of date.**

Products in the old packaging are not out of date. In some product groups, we are still putting products in the old packaging (e.g., dry feed bags). The packaging is in the old design, but the products are not old. We therefore cannot accept any claims in relation to this. Please explain this to your customers and preferably let them know before delivery that the packaging may differ.

### Communication and sales

#### **How can I explain the relaunch to my customers?**

We will provide you with communication aids, including texts and graphics, etc. These will make it easy for you to explain that, although Reico has a new look, our quality and philosophy remain the same.

#### **What happens with the existing advertising (flyers and banners, etc.)?**

You can keep using them during the transitional period. After that, we recommend gradually replacing them with materials in the new design. You can find the exact schedule for the transitional phase in our guidelines.

## FAQ Relaunch

### **I have just had a new trade fair stand made. How long can I keep using it for?**

We intentionally indicated early on that large investments should only be made after the event. According to our guidelines, you can continue to use the trade fair stand in the old design until 31 March 2027.

### **I want to keep using the old social media images. Why are they no longer in the download area?**

It is important to us to use the new design for all advertising as quickly as possible. The old templates no longer meet the requirements for a modern appearance.

### **I have always adapted my website to Reico's design. Who will help me to change it over quickly?**

Our templates and suggestions make it easy for you to use the new designs and certain images. But please remember that there are special guidelines for using the Reico logo that you must adhere to.

These guidelines include, e.g., not offering any other products or services under the Reico logo. You can find everything else in the guidelines and in our Brand Guide.

### **More information**

#### **Who can I contact if I have questions?**

We offer a variety of information materials, such as these FAQs. If you have any further questions, please send them to [marketing@reico-vital.de](mailto:marketing@reico-vital.de).