

ASCO's new appearance

Last year, Swiss ASCO CARBON DIOXIDE LTD, headquartered in Romanshorn, celebrated its 40th anniversary. This milestone as well as some major structural business changes in recent years have been used as an opportunity to modernise ASCO's visual market presence.

The new ASCO corporate design was designed in close cooperation with creative minds. The modern CI/CD including a new logo and a user-friendly website should make all positive changes in recent years outwardly visible.

Continuous structural changes

ASCO CEO Marco Pellegrino set the frame conditions for the visual renewal and explains: "ASCO is an established company with many long-term customers. We felt it was very important to combine the values and the fact of high recognition of our existing appearance with the new features and innovations of the last years. The more modern appearance should represent our enhanced strategy as well as our increased competences on the wide field of CO₂ applications."

Here, to mention in particular the integration of the business units for the construction of plants for the production and recovery of CO₂ and dry ice technology of BUSE Gastek GmbH & Co. KG in 2014. Thanks to this merger, strengths were pooled efficiently and the product portfolio was expanded, especially in the complex field of CO₂ recovery.

New logo

The new logo is still blue and represents the company's existing values and skills optimally. ASCO's credo "All about CO₂" has been integrated as an inherent part into the logo because it says all customers need to know: ASCO is exclusively dedicated to this type of gas in all its facets and variations. Three cross-pieces in different shades of blue set a discreet design element and represent the three states of carbon dioxide: solid, liquid and gaseous.

Our message

"The message to our customers and all interested parties is very clear: We do have a new appearance but our values remain the same. These visual changes should only reflect our

company's transformation over the years including our extended product portfolio. Thus, our appearance is as up to date as our technologies," Pellegrino adds.

Graphical material:



Simple and contemporary: ASCO's new logo represents all company changes and additions to the portfolio in recent years.

About ASCO

Swiss ASCO CARBON DIOXIDE LTD is a provider of complete CO₂ and dry ice solutions with customers worldwide. The product range includes CO₂ Production and CO₂ Recovery plants, ASCOJET Dry Ice Blasting Units, Dry Ice Production Machines, CO₂ Cylinder Filling Systems, CO₂ Vaporisers, CO₂ Storage Tanks, CO₂ Dosing Systems for Water Neutralisation and various other CO₂ and dry ice equipment. Thanks to this broad product range and more than 130 years of practical experience in the wide field of CO₂ and dry ice, customers benefit from individual, complete CO₂ solutions from a single source. Since 2007 ASCO has been part of the international industrial gas enterprise Messer Group and is its competence centre for CO₂. By joining forces with the German BUSE Gastek GmbH & Co. KG, based in Bad Hönningen, in the year 2014, the expertise and product portfolio was pooled and significantly expanded. This applies in particular to the complex field of CO₂ recovery. ascoco2.com

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