



By Mike Knowles

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## Bayer Cropscience rebrands Nunhems



Unit becomes Bayer CropScience Vegetable Seeds, reflecting greater integration into parent group it joined in 2002

**A**gricultural conglomerate Bayer CropScience has announced that its vegetable seed business, Nunhems, will change its visual identity and be marketed under the Bayer CropScience brand.

Effective immediately, the subsidiary will be called Bayer CropScience Vegetable Seeds and will be responsible for all vegetable seeds activities worldwide, from research to after-sales.

The new visual identity for the Nunhems brand will be aligned with Bayer CropScience Seeds and Crop Protection product brands, the group said.

As a result, all relevant materials, including packaging, advertisements, brochures and internet presences have been redesigned and will be implemented gradually from 1 April onwards.

"We will keep Nunhems as our product brand, paying tribute to the great

recognition this name enjoys within our market. But what really matters for our customers - many of whom already know that we are one company - is that we will continue to be the Global Specialist," said Joachim Schneider, head of vegetable seeds.

"We will continue to deliver to them high quality and innovative products, customized to meet their needs. We will continue to work together seamlessly in our crop teams to unearth and share information and provide services which add value to their business."

Schneider added: "With Bayer's long-standing history, its large global footprint in life sciences and innovation, its great reputation and brand recognition, its commitment to agriculture, and now its proud support of our vegetable seeds business, our promise to our customers will be even stronger."

The new visual identity for the Nunhems brand reflects the overall company strategy of Bayer to significantly increase the value of its portfolio in fruit and vegetables, the company said in its statement.

"We are committed to enhancing world food security," stated Frank Terhorst, head of seeds at Bayer CropScience. "To achieve this, we focus on offering crop solutions spanning seeds, chemical and biological crop protection, and extensive service and support programs.

"In this context, Bayer CropScience Vegetable Seeds offers a valuable contribution to our portfolio with its unique specialism and direct customer interaction."