International Post Corporation

Neopost changes its name to Quadient

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Neopost, a leader in business solutions for meaningful customer connections through digital and physical channels, announced today that it is changing its corporate business name to Quadient.

The new branding strategy reflects the company's dedication to helping clients better connect with their customers as interactions have become increasingly connected, personal and digital.

As customer expectations continuously evolve, customers expect immediacy and simplicity. To match this 'always-on' existence, building a strong connection with customers requires an experience that is personalized, readily-available, consistent, meaningful, convenient and secure—regardless of the channel. Unifying under a fresh and globally recognized brand reinforces the company's drive for sustainable growth and continued commitment to delivering innovative solutions.

"In January 2019, we unveiled our new strategy aimed at growing our company and moving away from being a holding company to a focused, integrated organization," said Geoffrey Godet, Chief Executive Officer of Quadient. "It was critical to align our corporate brand platform with this new strategy, using a purpose-driven brand to help businesses leverage our entire portfolio of solutions to simplify and solidify interactions with their customers. This change comes at a defining moment in our company's history and is instrumental in unifying our global organization around a common aspirational brand."

Source: Quadient