

**FOR IMMEDIATE RELEASE:**

## **Purium Rebrands with New Logo**

**Explosive sales growth inspires Purium to invest in marketing.**

LONG BEACH, CA, September, 2016 – Purium, a subsidiary of Organic by Nature, Inc., has undergone a major rebrand. After being recognized as one of the 5000 fastest-growing, privately held companies in the US by Inc. Magazine for the past three years, the company felt its name and logo should accurately communicate its “farm-to-family” brand promise as well as its emerging leadership position in the superfood marketplace.

The new logo mark features a sleek, lower case font in slate blue with a hybrid leaf-flame logo that dots the “i” in the word Purium. The green gradient leaf-flame reflects Purium’s growth. The leaf represents the company’s organic, non-GMO roots and the flame represents leadership and integrity.

“First impressions mean a lot,” said Amy Venner-Hamdi. “The new logo and branding was designed to convey the care, quality and passion that goes into Purium Products before a consumer even tries them. We knew we had the best products on the market, and now we have fresh and powerful branding to match.”

While their long-standing commitment to providing the world with raw, whole foods dates back to 1992, co-owners Amy Venner-Hamdi and Dave Sandoval strive to remain current while also authentic to their mission. Purium unveiled the new brand at their annual convention in Orlando in August 2016 along with new products and even new biodegradable packaging.

“Sometimes it’s as simple as identifying a problem,” said David Sandoval. “We know that flexible plastics and petrochemical products are an assault on Mother Nature, our waterways and all the earth’s inhabitants. Purium is extremely proud to have invested in the next generation of flexible packaging that is 100% natural, biodegradable and contains no petrochemicals.”

This rebrand is intended to signal Purium’s continued commitment to product purity, environmental stewardship and technological innovation.

### **About Purium**

Family owned and operated Purium, a subsidiary of Organic by Nature, Inc., provides whole, raw and green food products without artificial colors and flavors, binders, fillers or genetically modified ingredients. Co-owners Amy Venner-Hamdi and Dave Sandoval have dedicated their lives to educating people about the importance of proper nutrition and creating products that emulate their cause.

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