

## 3C METAL INTRODUCES NEW LOGO TO ALIGN WITH THE ORTEC GROUP'S BRANDING



PREVIOUS BRAND



NEW BRAND

3C Metal is proud to announce the launch of a new logo as part of its integration with the Ortec Group. The updated logo will feature the well-established 3C Metal name, while aligning with the Ortec Group's visual identity, marking a significant milestone in the company's continued growth within the global energy sector.

As part of the strategic acquisition by Ortec Group on 30 September 2024, 3C Metal's branding will now reflect the unified vision of both companies. The new logo retains the 3C Metal name, but incorporates Ortec's design elements, alongside the addition of the "Ortec Group" name in smaller text beneath the 3C Metal title. This change aligns the company's visual identity with Ortec's broader corporate branding while maintaining 3C Metal's well-known name.

"We're excited to introduce our new logo, marking the next chapter for 3C Metal as part of the Ortec Group," said Philippe Boy, Managing Director of 3C Metal. "This updated branding reflects our shared commitment to innovation and technical excellence in the energy sector. While our logo has evolved, our core values and expertise remain unchanged. This integration strengthens our position in global markets and aligns with our vision to expand our capabilities and continue delivering high-quality solutions to our clients."

The new visual identity represents the integration of 3C Metal into Ortec Group's International Contracting Division, combining the strengths of both companies to serve a diverse range of sectors, including oil and gas, nuclear energy, renewable energies and more. With this new branding, 3C Metal will continue to deliver exceptional services and solutions to its clients worldwide, while benefiting from Ortec's global presence and industry leadership.

The transition to the new logo will be phased in across all online platforms, communication materials and physical assets, ensuring a seamless alignment with Ortec Group's corporate identity.

**About 3C Metal:** Established in 1995 in France, 3C Metal is a global leader in providing sophisticated engineering services to the onshore and offshore oil and gas industry. In recent years, the company has extended its services to other areas of the energy sector, including the petrochemical, renewable energy, power generation, marine and mining industries. 3C Metal specializes in steel fabrication, with a core specialty of high-pressure piping processes and techniques. Its services include project management, engineering, procurement, manufacturing, installation and inspection. [www.3cmetal.com](http://www.3cmetal.com)

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