



FOR IMMEDIATE RELEASE

**HAVI Group Aligns Global Operations Under One Brand Name, HAVI**

*Simplicity of Name Reflects Streamlined Global Supply Chain Services and Seamless Integrated Solutions*

**DOWNERS GROVE, ILL. (August 23, 2016)** – HAVI Group announced today it has combined nearly all of its global operating companies under one brand name, simply [HAVI](#). The consolidation is part of the company’s efforts to more closely align its businesses with the needs and operations of its customers, understanding that simpler is better.

“This is about making it easier for our customers to understand how HAVI can add value to their organizations,” said CEO Russ Smyth. “We roll up our sleeves and help our customers manage their supply chains day in and day out – and that is something other companies in this industry don’t or won’t do.”

For more than 40 years, HAVI Group has provided supply chain and additional services under multiple company names and logos, including most recently, HAVI Global Solutions, HAVI Logistics, HAVI Freight Management and HAVI Supply Chain Solutions. The one exception to the move to the “one HAVI” name is The Marketing Store, which will continue to offer its customer engagement and marketing services under The Marketing Store brand.

HAVI offers services in supply chain management, packaging, logistics and recycling & waste that allow companies across industries to innovate, optimize and manage their complex supply chains, from commodity to consumer. Under its new, simpler name, it will be even easier for HAVI to provide seamless service across all its customers’ supply chain needs, making connections across the supply and value chain that no other company can.

HAVI manages some of the most complex and effectively run supply chains around the world, with deep expertise across a number of industries, including food service. With roots in Chicago, the privately owned company has grown significantly across the U.S., Europe and Asia-Pacific since its founding more than 40 years ago. Now, HAVI has more than 10,000 employees and serves customers in more than 100 countries, including managing some of the most robust, efficient and effective supply chain networks around the globe for some of the world’s leading brands.

“Our success has come from being excellent at what we do, consistently and with care,” said Smyth. “We recognize that it is critical for HAVI to continue to evolve as a company and with our customers in order to continue to grow and succeed. Whether it’s offering new services, evolving our existing services or developing our next generation of leaders, we are busy working to continue our leadership in the



industry, and most important, to help our clients do the same.”

For more information about HAVI and the range of services offered please visit [havi.com](http://havi.com) and connect with us on [LinkedIn](#).

**About HAVI**

HAVI is a global, privately owned company focused on innovating, optimizing and managing the supply chains of leading brands. Offering services in supply chain management, packaging, logistics and recycling and waste, HAVI partners with companies to address challenges big and small across the supply chain, from commodity to customer. Founded in 1974, HAVI employs more than 9,000 people and serves customers in more than 100 countries. HAVI’s supply chain services are complemented by the customer engagement services offered by sister company The Marketing Store. For more information, please visit HAVI.com.

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