

# BMA introduces new brand logos



For well over 100 years, **BMA** has been short for “Braunschweigische Maschinenbauanstalt”; in the international sugar industry in particular, these letters are also synonymous with performance, reliability and quality. **BMA**  represents the BMA Group and its activities in the sugar industry and the business field biomass.

The history of the core product lines of BMA Nederland BV dates back as early as the 1930s when companies such as Ferguson (1933), Florigo (1950), Komen + Kuin (1950) and Elten Systems (1956) were founded. With a combined experience of over 250 years, these companies have always been at the forefront of food processing technology and each was a market leader in its field - in the freezing & drying, frying, potato and vegetable processing and cheese handling industries. These companies have installed thousands of systems and their brands are still household names in many processing plants around the globe. Even today, plant managers and owners speak with respect about their K+K, Florigo, Elten and Ferguson equipment, emphasising its quality and durability. These companies have been subsidiaries of BMA Nederland since 1998.

STARCOSA was originally founded as Jahn & Co. in Arnswalde in 1860 and changed its name in May 1947. It became a part of BMA in 1972. The company has delivered more than 150 plants, including plants for the production of starch, starch derivatives, yeast and ethanol. Today, BMA's brand BMA | STARCOSA stands for expertise in the production of crystalline fructose, dextrose monohydrate and the retrofitting and expansion of starch plants.

With its growing network of subsidiaries, the BMA Group has decided to increase brand awareness by using uniform logos across the group. BMA is proud to announce the introduction of the following brand logos, which emphasise the experience, strength and values of the BMA Group that customers have always associated with these names.

*Uwe Schwanke  
Marcel Kloesmeijer*

**BMA** | ELTEN

**BMA** | FERGUSON

**BMA** | FLORIGO

**BMA** | K+K

**BMA** | STARCOSA