



Our quality logo ILAG BASIC® will become ILAG ESSENTIAL®

From October 2020 we will rename our successful BASIC® brand and quality level to ESSENTIAL®.

This is an important marketing-related decision for us as a coating manufacturer, which has no disadvantages for you as a customer.

Basic or Essential Logo

ILAG will of course maintain the BASIC® logo so that you as a customer can continue to market and sell a well-known, protected brand in the future. The new ESSENTIAL® logo can and may also be used with the same requirements. Both product logos may be used either as color or black/white version.

What does that mean for you?

The formulations of our BASIC® products are not adjusted and all confirmations of conformity and other official technical data are still valid.

Projects that have already been started with the BASIC® label are not affected by the changeover to ESSENTIAL®. As an ILAG customer, you have the option of choosing between ESSENTIAL® or BASIC® with new projects that will be offered from October 2020. We at ILAG recommend using the new ESSENTIAL® brand.

We are convinced that the use of the new ESSENTIAL® label will also create a positive recognition among your customers.