

TFL rebrands and aims to expand

Celebrating 20 years since its formation, chemical company TFL used the ACLE Exhibition in Shanghai as the venue for presenting its new corporate identity to the leather industry. The new logo is formed by two overlapping platelet shapes in blue and red, with the letters TFL on the blue. The previous logo was considered to no longer correspond with its current business strategy and corporate values.

Under the leadership of CEO Dr Peter Amann, the company views 2016 as a special year as it aims for organic growth as well as an opportunity to enter new business areas and markets. It looks to expand into related industries since TFL strongly believes that leather and synthetic alternatives will co-exist in the future and can benefit from each other. It will also consider possible merger and acquisitions if they fit the TFL strategy. 