

Rebrand

Blend Unveils New Identity, Reinforcing Commitment to Conscious Chemistry

From Blend Colours to Blend:

A bold step towards a sustainable and unified future in material science.

Blend, formerly known as Blend Colours, proudly announces its new identity, marking a significant milestone in its 25-year journey. The rebrand reflects the company's evolving purpose—moving beyond products to embrace **Conscious Chemistry**, a philosophy that fuses innovation with responsibility to create sustainable material solutions for industries worldwide.

From the Director

"This rebrand is more than a change in name or logo—it represents a shift in mindset. As a family-owned business with deep roots and global ambitions, we believe our future lies in uniting science with conscience. Conscious Chemistry will guide every decision we make as we design solutions that respect the planet and empower people," said [the Director at Blend](#).

Why Rebrand Now

For over two decades, Blend Colours has built a reputation for quality and trust in masterbatches, additives, and polymer solutions. However, as the industry evolves and sustainability becomes imperative, the company recognised the need for a **unified identity** that could encompass its expanding portfolio, research-driven approach, and global aspirations.

Blend symbolises this convergence—a name that reflects **integration, synergy, and balance**, inspired by the five elements of nature - Earth, Water, Fire, Air & Space, and driven by **five core values**.

What Changes

New Name: From *Blend Colours* to simply *Blend*, reinforcing a broader scope beyond colours.

New Logo: A design inspired by molecular bonds and natural harmony, with five petals representing the core values aligned with the five elements of nature.

Tagline: *Conscious Chemistry*—our guiding philosophy for innovation with intent and accountability.

Unified Brand Architecture: All business units—*Blend Colours*, *Blend Additives*, *Sentra (Compounds)*, *Valta*, *Arcoiris*, and *Acrion (R&D)*—are now connected under the parent brand, Blend.

The rebrand marks the beginning of **Blend's next chapter**—to be a global benchmark in material science solutions. Through **Conscious Chemistry**, Blend aims to lead with sustainable innovations, responsible manufacturing, and research excellence, creating materials that not only perform but also preserve the world for future generations.