



Morrisette

PACKAGING

Morrisette Packaging Unveils New Brand & Logo Design

GREENSBORO, N.C. — Since the inception of our packaging design department nearly a decade ago, Morrisette Packaging has transformed rapidly in how we collaborate toward innovation.

The Morrisette Packaging story is more than sixty years old, and today we're excited to share its next chapter with you. You've helped make this journey possible, and we are grateful to have you be a part of it.

Our new logo is built around our brand, and **our brand is our culture** – the belief that when people work together, the reward is far greater than anything that could ever be accomplished alone.

The 'M' is built from three distinct elements—one for each generation of Morrisette Packaging. Their angled forms lift and support one another, reflecting our belief that learning fuels growth, and growth enables us to empower everyone we touch.

The leftmost shape and color represent our foundation. The first generation in its original color supports the growth of the next two. The middle shape shows the second generation's growth and stability and retains the legacy green of that generation. The furthest right shape symbolizes the third generation, and the bright future that lies ahead. Smooth, rounded elements convey friendliness, trust, curiosity and adaptability, while sharp, angular details reflect professionalism, integrity, and precision.

New Purpose, Mission and Vision statements accompany the new Morrisette Packaging logo, but their sentiment is already familiar.

Our Purpose: *To empower people to achieve their highest level of success.*

Our Mission: *We design, manufacture and deliver packaging and process solutions that make life better for the people we collaborate with every day.*

Our Vision: *To create a collective where our people-first approach transforms relationships, perspectives, and outcomes.*