

gategroup places SPIRIANT under deSter name

Yesterday, [gategroup](#) announced that as part of the integration of [LSG Group](#) brand SPIRIANT within the deSter organization, the 'SPIRIANT' name and brand will change to 'deSter' to form one united brand.

"In parallel to this name change, the new organization will present itself with a new, refreshed visual identity including a new brand logo," said a release from gategroup.

One united deSter brand will be the basis for further development within the two main focus areas: commercial travel and foodservice.

"From a strategic point of view, this new organization will allow us to capitalize on our experiences in terms of product portfolio and sustainable solutions on a higher level. Our production capabilities and advanced equipment management solutions complete the portfolio of deSter and add value to all gategroup's activities. Our experience in the travel market lays the foundation for the new organization to enhance and accelerate growth within the foodservice market as well." says Stef Van de Perre, CEO of deSter.

Florian von Oertzen, Head of Sales, Product and Marketing at SPIRIANT added: "For the visual identity, our goal was to combine the best of both worlds into a contemporary brand that inspires whilst energizing a futureproof dimensional star icon with a jolt of fresh blue. Originating from the spirit of arts and sciences, the star captures the identity of the company that is forever in motion, looking up and forward. Our widely recognized icon has evolved, it is rendered as a shape that extends not only directional but also dimensional, highlighting our inquisitive nature.

Blue is the most appreciated color as it triggers positive associations with the sky and the sea. It is associated with trust, depth and stability. Vibrant blue charges our forward-looking company, entering the future with energy."

The move does not have any impact on existing contracts with SPIRIANT or any other deSter legal entities.