



NEWS RELEASE

For Immediate Release

January 17, 2019

PSSI Takes the Lead on Food Safety with New Brand Identity

Leading contract sanitation provider unveils new logo and brand messaging as part of its commitment to own the standard of protection

KIELER, Wis. – PSSI, one of the largest contract sanitation providers across the USDA, FDA and CFIA food processing industries, today unveiled a new logo and website as part of a larger strategy to broaden the company’s position and brand as the leading food safety solutions company.

“The processing industry is in a critical position facing widespread challenges related to recalls, outbreaks and regulatory compliance,” said Dan Taft, president and CEO of PSSI. “Building on our 30 years’ experience, we see a unique opportunity to elevate the value of our brand and deepen our relationships with our partners to help lead the next generation of food safety.”

PSSI’s new brand identity has a central focus on protection. The logo represents a clean, modern and innovative approach to food safety, featuring a shield brand mark with incorporated checkmarks representing a seal of approval that all work is double checked to ensure the highest level of quality. It also represents the protection of PSSI employees and their safety.

The company’s new branding and supportive website brings food to the forefront emphasizing the end goal of the work that goes into protecting the food through the entire farm to table process. The brand images feature a stamp that says “You perfect it, we protect it.”

“Our new brand perfectly encompasses who we are and our future vision for the company,” continued Taft. “We believe the improvement and advancement of food safety is about having the right people with right science-based expertise to manage a more proactive, comprehensive approach to ensure consistency.”

PSSI will showcase its new brand at the upcoming International Production and Processing Expo (IPPE), the processing industry’s largest tradeshow, taking place Feb. 12-14 in Atlanta, Ga. The company will be exhibiting in Booth #6951.

Jake Watts, vice president of food safety, will also be presenting as part of the TECH Talks sessions titled ‘*The Next Generation of Food Safety Starts with the Right Sanitary Design*’ on Thursday, February 14 at 11:20 am in Hall A246 at the IPPE Expo.

Visit pssi.com for more information or to schedule a time to meet with a PSSI representative at IPPE to discuss sanitation and food safety services visit pssi.com/ippe.

About PSSI

PSSI is North America's leading provider of food safety and contract sanitation services for food processing facilities, supporting more than 500 partner plants every day. Its team of more than 17,000 skilled sanitors, microbiologists, technical design experts, and safety specialists are committed to protecting people and brands by keeping USDA, FDA and CFIA processing facilities clean, safe and audit-ready. The PSSI team works hand-in-hand with every partner to develop customized sanitation programs for smarter and more efficient sanitation to improve employee and food safety. Follow PSSI on [Facebook](#) and [LinkedIn](#).

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