

A fresh new story



Rooted in tomorrow.

We have worked hard to

reshape Tembec for the better

And to help us
tell our new story,
we have a fresh
new look

Tembec is different from what it used to be. We have consolidated our business and refocused on our core.

Tembec is now concentrating on growing markets, such as specialty cellulose, to complement our traditional forest products - lumber, pulp and paper.

Today, we have the strength to make major investments in green energy and improvements to our business. And we keep looking for ways to continue improving Tembec.

The forest products industry is unfortunately perceived as being a sunset industry. Not so.

Technology has yet to replace lumber, so it has a future. Tembec's commitment to specialty cellulose, green electricity and our new biocomposite material prove we are part of the new economy.

Clearly, we are evolving to keep pace with a fast-changing world.

We have updated Tembec's overall look to reflect what we have become and

where we are going - ahead!

Tembec's new symbol, logo and slogan tell a fresh new story

In keeping with the new Tembec, our new branding is fresh and modern, but timeless.

At the same time, it reflects the underlying values that define Tembec's way of doing business.

It's the right look for a company whose people know who they are, know their business, and know how to compete globally.

New signature



Rooted in tomorrow.

SYMBOL



Tembec is reshaping itself to be a truly distinctive forest products company, and our new symbol helps us look the part.

Our symbol depicts wood fiber – the basis for all our products. It is both modern and reminiscent of a traditional wood block print. The square shape also has useful applications in social media.

LOGO

tembec

Tembec people are friendly, direct and approachable – so our logo uses a simple and strong lower-case font with easy-going rounded edges.

For continuity, we retain our longstanding blue.

SLOGAN

Rooted in tomorrow.

This tells the world what Tembec stands for, and where we're headed:

Rooted says we are stable, trustworthy and true to our values.

Tomorrow says we are forward thinking, which makes us optimistic and confident.