Warsaw, 14 February 2022

**Press release**

**7R to refresh its brand and add a new tagline: Future.Log.On.**

**7R, the Polish developer which specializes in providing innovative and ecological warehouse and production space, has refreshed its company logo, building facades and launched a revamped website. The new company website, 7rsa.pl, has a number of new features including a blog with experts discussing the commercial real estate market. A refreshed colour palette, consistent style of photographs, icons, and maps, and a change in fonts are just some of the elements of the new 7R brand. Additionally, the 7R brand has been further enriched with the tagline Future.Log.On.**

"*7R has been on the Polish market for over 13 years. Our rapid development in recent years has caused the need to refresh the way of communicating the brand to the market. So we have redesigned 7R’s brand identification to make it even more modern and innovative. We have focused on showing in a clear way the values which guide us in business, as well as the company’s long-term view, which is reflected in the new tagline*," says **Tomasz Lubowiecki**, Founder and Chairman of the Board at 7R.

As part of the rebranding, an additional form of the 7R logotype was created, which has a light, modern and linear form. Complementing the logo is the tagline Future.Log.On. which invites customers to learn more about the brand and its values and draws attention to the long-term quality of the facilities that 7R develops.

An important aspect of the rebranding is the new design and improved exposition of the 7R building facade as it is a characteristic and recognizable element of the 7R brand.

There have also been changes to the colour palette. A series of product photographs, new maps, and newly designed icons have also been implemented to provide the best possible experience for those who want to get to know the products and the 7R brand. The company has chosen as its corporate logo "Lato" by Polish designer Łukasz Dziedzic. It's a modern font that comes in different variations to create diverse, strong, and clear messages.

"*We have created an entire system of distinctive visual language to allow 7R to be the most characteristic brand, offering the best experience to the audience. When designing the architecture of the 7R brand, we took a holistic approach, making sure every element was meticulously designed. We build the strength of the brand through qualities such as consistency which has helped in improving market recognition*," comments **Katarzyna Dorocińska**, Head of Marketing & Communications at 7R.

**New website and 7R.Blog.On.**

Developer 7R has also launched a new website at <7rsa.pl> with a refreshed design, new content and much more intuitive navigation. The user will find all the most important information about the company on the site, will be able to check the current map of the developer's investments and spaces available for renting, as well as being able to easily contact experts or subscribe to the newsletter.

An important part of the site is [7R.Blog.On.](7rsa.pl/blog) - a blog space where experts share their knowledge about both the commercial real estate market and key trends. New content on the site includes articles, interviews, podcasts, and videos which focus on the warehouse market, architectural design and ESG.

**7R’s record-breaking results in 2021**

In 2021, 7R delivered nearly 400,000 sqm of BREEAM-certified space, doubling the company’s annual result y-o-y. In the last 12 months, 7R has divested 17 projects to investment funds and real estate companies for a total of nearly EUR 400 million. The amount of space that tenants occupy has also increased, totaling 500,000 sqm. The portfolio of properties managed by 7R now exceeds one million sqm.

7R buildings are characterized by their high quality of construction, as well as technological and pro-ecological solutions. They are built in accordance with ESG standards, which makes them environmentally friendly, and additionally mean concrete savings for tenants including reduced operating costs.

”*We have long seen a great deal of interest in our facilities from both tenants and investors. 7R offers big box warehouses as well as tailor-made BTS and city warehouses from our City Flex Last Mile Logistics format. Although we are pleased with the great results of the previous year, we are already looking to the future. In 2022, we intend to deliver around one million sqm of space, and in the middle of the year, as planned, we will start the construction of our first foreign investment in the Czech Republic*,” says **Bartłomiej Krawiecki**, Vice-Chairman of the Board and COO of 7R.

**About 7R**

7R is a dynamically growing developer operating on the commercial real estate market specializing in delivering A-class logistics space for rent. The company provides warehouse and industrial facilities for many businesses as well as BTS projects. Its portfolio includes both large-scale logistics parks and Small Business Unit urban warehouses uniquely branded 7R City Flex. So far 7R has finalized investments totalling 1,5 mln sqm and currently has more than 4 million sqm in the pipeline in different locations around Poland. The company is committed to ESG activities, and acting responsibly in its interaction with the environment, local communities, and corporate governance.

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