

The logo for Alpha Vico, featuring the company name in white capital letters inside an orange rounded rectangle.**ALPHA VICO**

ALPHA-VICO AND ALPHA TABCO JOIN FORCES AND UNVEIL A NEW BRAND IDENTITY

Farnham, April 8, 2025 – Alpha-Vico, a Quebec leader in the design and manufacturing of school furniture, today announces the consolidation of two recognized brands in this sector under a single banner: Alpha-Vico. This strategic consolidation is accompanied by the unveiling of a new visual identity that embodies the company's commitment to excellence and innovation in service of learning environments.

A Strategic Transition to a Unified Brand

Alpha-Vico is thus enhancing its ability to respond to the evolving needs of educational institutions. This transition represents a natural evolution to simplify product marketing and optimize the customer experience. By consolidating the strengths of both brands, Alpha-Vico clarifies its market positioning.

Customers will now benefit from centralized support services, a complete and integrated product offering, and optimized coordination of operations related to orders and deliveries. The transition will be seamless for current customers of both banners, particularly because all product codes will be maintained.

A Modern Visual Identity Reflecting Excellence

The consolidation of the two banners also presented an opportunity to modernize Alpha-Vico's brand image. This visual redesign had two main objectives: to develop a distinctive identity reflecting the quality guarantee of Alpha-Vico products and to create an attractive and inspiring visual signature for school clients. The new brand image conveys the expertise that sets the company apart and the reputation of its products, while asserting its position as a leader in the field of school furniture.



The redesign is inspired by the brand's personality traits: accessible, distinctive, reliable, durable, and professional. It expresses both the company's rich heritage and its forward-looking vision, highlighting its expertise in creating modern and inspiring learning environments. The new graphic grid is characterized by a clean and vibrant approach, with a timeless aspect that endures, just like the company's products. A detail of the new logo is particularly evocative: its shape directly echoes the chair model most familiar to schoolchildren, incorporating the emblematic shape of the hole in the backrest.

"The consolidation of these two Quebec flagships and the evolution of our brand image represent a decisive step in our ambition to become an essential player in school furniture in North America," explains Christian Roy, President of Alpha-Vico. "Our new visual identity perfectly expresses our commitment to quality and innovation, while living up to our reputation for excellence. It gives us the momentum needed to continue our expansion while remaining true to our Quebec roots. My partners and I are firmly committed to promoting Alpha-Vico for many more decades to come."

New Communication Tools

To accompany this major evolution, Alpha-Vico has updated its [website](#) to unveil its new visual identity. Visitors will be able to discover the company's new catalog, which has also been updated and improved to showcase the wide integrated range of products grouped under the unified banner. The English version of the catalog will be available the week of April 14, 2025. The printed version will be available in spring 2025, and the launch of a more comprehensive website is planned for the 2025 back-to-school season.

About Alpha-Vico

Alpha-Vico is the only school furniture manufacturer in Quebec and a Canadian leader in this market. For over 40 years, the company has been designing and manufacturing durable furniture to create functional and inspiring spaces, with the vision of coloring, modernizing, and furnishing all school environments. The company offers the most complete range of school products in the industry, focusing on quality and expert support to optimize its customers' investments. Alpha-Vico also offers robust and versatile solutions for commercial clients. Present in the majority of Quebec and Canadian schools, Alpha-Vico furniture transforms learning environments into modern and safe spaces.