



Europartners Group is becoming xpd global®



Frequently asked questions - week 16

Throughout 2023, Europartners Group (a.k.a. epGroup) will be implementing a rebranding strategy.

[We invite you to read our February 2023 official statement.](#)

To make it easier for everyone to understand our group's new strategy, we've put together a list of questions and answers:

• What's changing?

Throughout 2023, we will be unifying epGroup's 4 brands into a new brand, **xpd global®**.



[Suggested reading: epGroup, 4 brands connecting minds to move the world](#)

It is important to highlight that this change will be gradual. Each brand will have its own transformation roadmap until it reaches the expected result of becoming **xpd global®**.

• Will the rebranding generate legal impacts?

No. Our rebranding won't affect the legal constitution of each company. We will not be making any changes to the existing legal entities, so all current contracts and agreements will remain unaffected.

• Why is epGroup doing this rebranding now?

After 20 years designing tailor-made logistics solutions for specific industries and markets from [4 brands](#), we decided to evolve as a group.

This global rebranding is part of epGroup's strategic vision **to become the world's most trusted brand providing time-sensitive and time-critical logistics solutions for global manufacturing companies.**

We are committed to carrying out our expansion plan and we will continue to move forward with it, with further investment in our well-established own offices throughout the Americas, as we work to deploy dedicated teams in new group offices in more regions of Europe and Asia.

By working together under one flag across the globe, our teams will combine their top capabilities, technology, and logistics expertise to enhance our coverage, strengthen our partnerships with the finest agent networks worldwide, and deliver a highly specialized logistics service to our customers and business partners.

- **Is the rebranding the result of a merger or acquisition by a company outside epGroup?**

No. This is a strategy of refreshing our corporate identity to strengthen our capabilities and benefit our customers and business partners.

- **Will this rebranding change the relationship of Europartners, EP America, Expedited América do Brasil and Linkinpartners teams with clients and comercial partners?**

Our operations and relationship with customers and business partners will continue in the same way. And, if something evolves in the transition of brands, it will be a change for the better.

We will continue to connect minds to move the world, offering world-class attention as our great differentiator.

- **Is the rebranding immediate?**

Each brand has an own agenda organized, as it offers specific services and has different geographical reach.

In this way, throughout 2023 we will implement the changes gradually, with good conversations and interactions with our customers and business partners.

Changes will be communicated in a timely, personal and transparent manner.

- **Can this rebranding make my business grow?**

This is the main idea.

With all our talents working under the same flag, we will evolve and strengthen our global operations to achieve better trade deals that benefit our clients' businesses. We seek to provide certainty, visibility and peace of mind in the delivery times of all shipments, even in logistical emergencies.

- **Is there a contact channel for questions about the rebranding of epGroup?**

Yes, sure! Write to us at: info@europartnersgroup.com

[Suggested reading: epGroup announces brand unification strategy](#)