

Presse – Information

Brand name weycor for Atlas Weyhausen products

Atlas Weyhausen GmbH introduced the new weycor brand in 2016

"Atlas weycor" became the short, concise "weycor" brand in 2016. For reasons of brand protection and to differentiate itself from the competition in the long term, the Wildeshausen-based wheel loader manufacturer Atlas Weyhausen GmbH divested itself of the historic part of the Atlas brand in 2016. The new brand consists of the lettering "weycor" and a newly created image mark that creates a link with the origin and shows the Atlas Titan in a stylised way, carrying the world on its shoulders.

For more than 50 years, the name Atlas and now weycor have been associated with construction machinery from Atlas Weyhausen GmbH in Wildeshausen: Atlas wheel loaders have been used in construction, agriculture, gardening and landscaping, freight logistics and industry since the 1970s.

The "Atlas weycor" brand was launched in 2012 as the first step in a brand reform. The suffix "weycor" is a link to the name of the company's founder, Dr. Friedrich Weyhausen, and the Wildeshausen products.

Thanks to its entrepreneurial continuity, Atlas Weyhausen has gained a high level of trust over the past five decades as a medium-sized German company. Of course, the cooperative and trusting partnership with customers and dealers will continue in this spirit. The brand change was a necessary and significant step, but apart from the brand name, nothing has changed.

www.weycor.de