



The RWTA has a New Image!

We have introduced some colourful and contemporary changes to match our refreshed and energised appearance!

Last week at the RWTA Conference at Hamilton Island, we were very excited and proud to launch our new image, logo and website for the RWTA.

Understanding that not everyone could make it, we thought we'd give you a launch of your own!

The Australian Cold Chain is an enigma to the general public and sadly, incredibly undervalued.

Through lobbying, communications, functions, networking, LinkedIn and generally just getting the word out there, we hope to change this; and this new image is to support that.

We wanted you to know what this contemporary logo means; what we stand for and why we chose this, right down to the colours.

The **Asterisk**, a 'little star' is also the symbol of a snowflake; perfectly denoting the focus we want to put on this essential service, the Temperature Controlled Warehouses and Refrigerated Transport in Australia.

This focus is supported by the slogan '**Confidence in Food Quality, Every Day**'.

The importance of what the Cold Chain delivers in the background of everyone's life in Australia cannot be underestimated.

The **top arrow** in the snowflake is blue and points downward, indicating temperatures dropping to ambient and cold.

The **bottom arrow** is an earth colour, pointing upwards demonstrating growth; the colour indicative of agriculture, the earth and where life originates.

The green **middle line** shows stability, the colours announcing the freshness of food.

Finally, the grey **brackets** mark the walls of the cold storage facility and refrigerated transport; the all-important cold chain logistics.

This is the stability of paddock to plate expectation, Cold Chain Logistics, the Temperature Controlled Australian Industry.

Please go to the new look website; it's a living platform that we update daily; so keep in touch!



rwta

Confidence in food quality, every day.