



Rotterdam, 02 April 2024

Full rebranding WEC Lines to reflect our open attitude and fresh outlook

As from today, W.E.C. (“West European Container”) Lines B.V. is officially changing its name to WEC Lines B.V., trade name WEC Lines, and drop the dots and vessel logomark.

We have decided to rebrand to portray a more modern, open image. WEC Lines has gone through a visual evolution refining our logo and our overall aesthetic. The new simpler logo represents our commitment to user-friendly design and a stronger brand identity.

After five decades of being the specialists in East and North Africa and South and West Europe, we have undergone these rebranding efforts to adapt to changing client needs, preferences, and lifestyles. The aim of this revamp is to emphasize an open, approachable attitude, respect for our heritage, and a fresh outlook.

Although WEC Lines remains at its core a shipping line, we are increasingly expanding our intermodal connections directly linked to the vessel network. As such, it makes sense to drop the vessel logomark from our logo that has been in use for many years.

While still maintaining elements of blue, we will also introduce secondary colours and strengthen fleet and equipment branding as a subtle and effective way to support a stronger brand identity.

“We are currently shifting from being a pure feeder carrier to a door-to-door intra-European carrier with East African deep sea activities”, stated Caesar Luikenaar, Managing Director of WEC Lines. “This rebranding exercise underlines our dedication and commitment to meeting client demand and preparing for the future.”

Note to Editors

With 11 owned vessels, a large container fleet, 17 local offices and a large worldwide agent network, WEC Lines is a proud shipping line with intermodal connections headquartered in Rotterdam, the Netherlands. With a rich 50 years of history, WEC Lines connects North & East Africa, The Red Sea, and Southern Europe to North-western Europe, including the United Kingdom, with high frequent, environmentally friendly container shipping solutions. The company is continuously exploring ways to further optimize services to its valued customers, fostering sustainability, and delivering superior customer experiences.

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