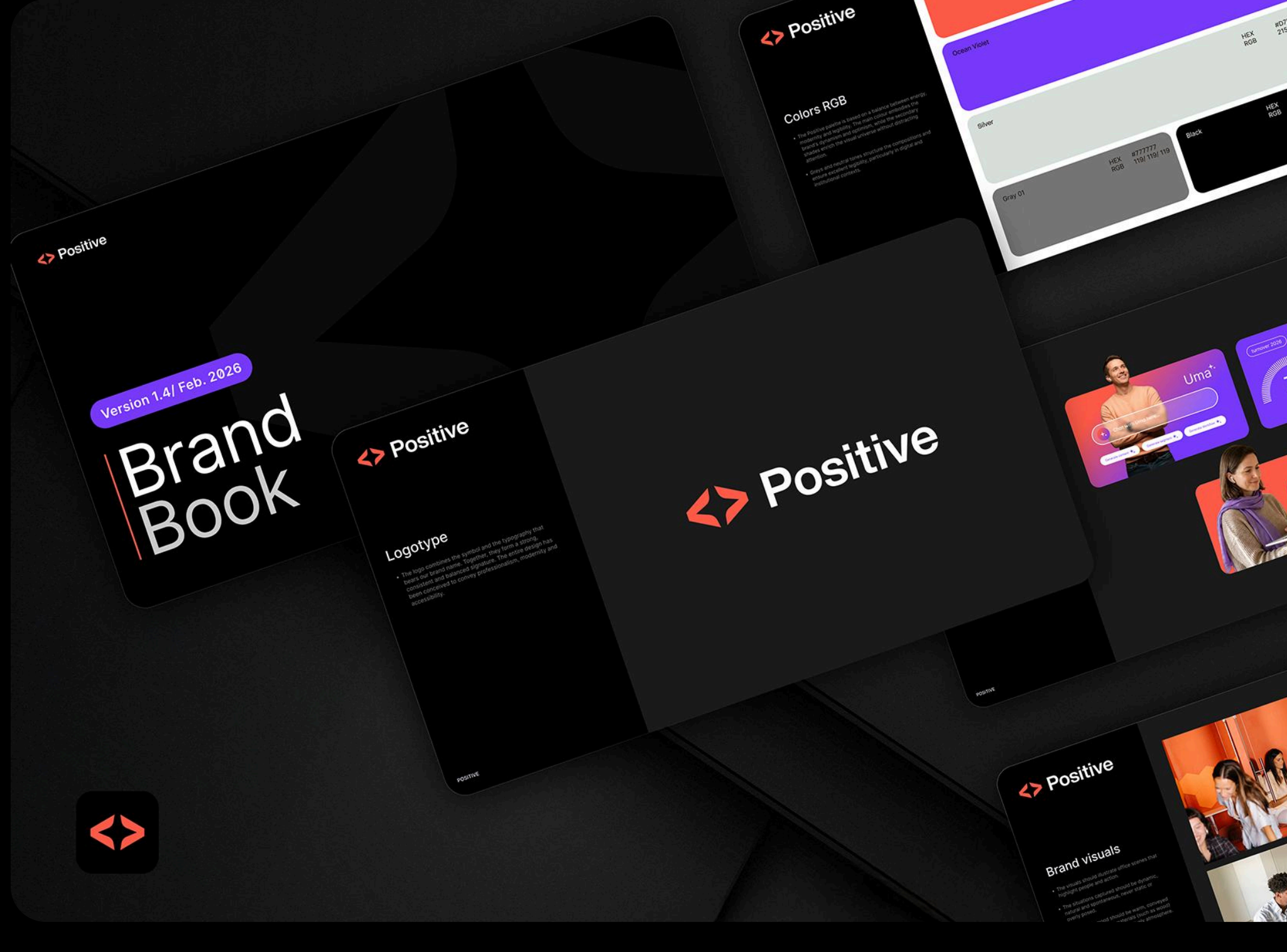


# Positive introduces a new brand platform to support its European growth

- **Positive launches a new brand platform and visual identity**, reflecting its evolution and long-term ambition.
- **A clearer brand architecture organized into three core verticals** makes Positive's solutions easier to understand and adopt.
- **The new identity, built around the “spark” symbol**, expresses connection, momentum, and positive impact.



LILLE, France, February 9th, 2026 – Positive announced the launch of its new brand platform and visual identity, a major milestone that reflects the company's evolution, ambition, and long-term vision.



Designed to better express Positive's purpose and positioning, the new brand platform tells a clear story: helping organizations build stronger, more meaningful relationships with their customers through simple, powerful, and responsible digital marketing solutions.

It brings together Positive's products and teams under a unified narrative, while reinforcing the company's commitment to performance, accessibility, and European digital sovereignty.

The new visual identity translates this story into a modern, distinctive system. Built around a bold logo, a refreshed color palette, and a dynamic visual language, the identity introduces the “spark” as a central symbol, representing connection, momentum, and the positive impact technology can create when it serves people and businesses alike.

*“This new brand platform is not just a change of look; it's a statement of intent.”*

said Paul de Fombelle, CEO of Positive

*“It reflects who we are today, what we stand for, and how we want to support our customers as they grow. It also creates a strong, cohesive foundation for the future of the Positive ecosystem.”*

As part of this evolution, Positive has redesigned its brand architecture to bring greater clarity and consistency across its product portfolio. The company's solutions are now structured around three core verticals that each address real business challenges.



Customer data centralization and omnichannel activation with **User** portfolio (bringing together Sarbacane, rapidmail, noCRM, Mailingwork and 4DEM)



Brand identity harmonization through email signatures with **Signitic** (including the recently acquired Maltastic and Sigillium)

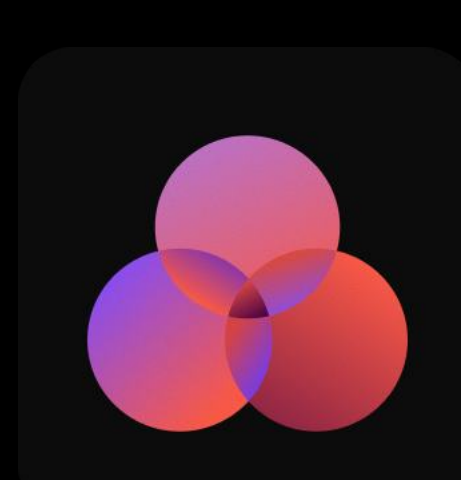


Qualified traffic acquisition powered by SEO and AI Search with **Surfer**.



With this new brand platform and identity, Positive reaffirms its ambition to become the leading European provider of digital tools for marketers globally, combining innovation, simplicity, and trust at scale.

This clearer architecture strengthens the connection between the Positive brand and its products, while significantly simplifying the way customers understand, adopt and combine Positive's solutions within a unified, interoperable ecosystem.



Positive's DNA continues to be rooted in combining simplicity and technology. The company designs powerful solutions, including AI, that remain easy to use and human-centric, augmenting teams rather than replacing them. This philosophy is rooted in a strong European and local presence, with products developed, hosted, and supported in Europe to ensure trust, proximity, and alignment with European values.



## About Positive

Positive is a leading European SaaS provider that offers marketing and sales professionals multiple complementary solutions: Sarbacane and rapidmail for all digital communications, User and noCRM as CRM for marketing and sales, Signitic for email signature management, and Surfer for AI-powered search optimization. Majority-owned by its founders and supported by European funds, the Lille-based group has multiplied its revenue fivefold over the past five years. Positive employs over 400 people across France, Germany, Italy, and Poland, with data hosted in France and Germany.

Positive helps companies automate marketing, engage audiences across multiple channels, and optimize visibility on search engines and AI assistants. More information about Positive:

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