

Press release

Bioforce AG to be renamed A.Vogel AG as of 1st January 2020

Bioforce AG in Roggwil TG was founded in 1963 by the natural medicine pioneer Alfred Vogel (1902 – 1996). The successful Thurgau-based company will be called A.Vogel AG as of 2020. The new name A.Vogel AG is not only a reference to the company founder, but also guarantees the identity of the brand and company name.

A.Vogel Group has a consistent name and image not only in its home market of Switzerland, but also internationally. As of January 2020, the subsidiaries in the various countries will also operate under the name of A.Vogel:

Biohorma B.V. in the Netherlands and Belgium, which was taken over in 2011, and Bioforce (UK) Ltd. in United Kingdom and Ireland, acquired in 2019, as well as Bioforce Danmark AS. The subsidiary in France will also be renamed.

A.Vogel AG produces herbal medicinal products on a scientific basis.

The efficacy of A.Vogel's fresh plant preparations has been proven by clinical studies.

The raw materials of pharmaceuticals, medical products, dietary supplements and food products come from – wherever possible and sensible – controlled organic cultivation.

With the broadly diversified health information, consisting of a journal, well-known books and the comprehensive online portal, the high competence and credibility of the health brand is underlined.

With an export share of 80 %, A.Vogel Group generates with 500 employees worldwide sales of around CHF 130 million.

Further information: www.avogel.ch / www.avogel-company.ch

Characters (incl. spaces):

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