



Major Rebrand Announcement

Alpha First Aid and Alpha Sport announces a major rebrand and the introduction of new parent company - Alpha Vital.

QLD based Alpha First Aid and Alpha Sport, has unveiled a new parent company and new logo's as part of an extensive rebranding initiative. Alpha First Aid and Alpha Sport new parent company is now known as Alpha Vital.

The rebranding initiative coincided with recent changes to the company's structure. The rebrand has provided a platform to evolve the service offerings to be reflective of the market segments that Alpha First Aid and Alpha Sport have grown to now operate within.

"This rename and rebrand represents a significant step in the company's evolution into a new and modern identity. We are redefining who we are and shaping the future of our company whilst retaining the high-quality level of service our customers know us for" said Brent Messer, General Manager. "Our brand ethos has always been built on Care, Integrity, Teamwork and Innovation. That's what's kept our business running seamlessly for the past 30+ years. We pride ourselves on making a meaningful impact on people's wellbeing". Mr. Messer assures current customers that the rebrand would in no way impact service delivery.

The new parent company name and logos were developed through a collaborative process which reflects the company's passion for providing high quality end-to-end health, safety and fitness solutions to businesses and individuals all around Australia. The new Alpha Vital name aligns with the continued commitment to provide unmatched innovation, thoughtful education and caring, friendly service.

Alpha Vital offers products and services through two main categories Alpha First Aid and Alpha Sport.

Alpha First Aid is Australia's largest supplier of first aid supplies to the industrial sector and a trusted first aid training provider

Alpha Sport is Australia's leading distributor of physiotherapy, injury rehabilitation and sports medicine products.

Related Links

alphavital.com.au, alphafirstaid.com.au, alphasport.com.au

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