

A Proud Past. A Brighter Future.

“For 50 years, PIC has stood for progress and possibilities. Now we look forward to an even brighter future ... a future of growth at home and growth abroad ... a future of possibilities without limit. As the first half-century of our history ends and the next half-century begins, we decided to launch a new brand to capture the essence of who PIC is today and our strong focus on the future.

“Our new logo symbolizes the fresh direction we are taking. The vibrant colors and the contemporary look capture the excitement all of us feel at PIC. The blue of the logo represents People and Progress. The red represents Innovation and Investment and the green represents Commitment and Collaboration. The globe at the heart of the logo represents our growth around the world. We see possibilities without limit for the contributions that we can make to our customers, to the communities where we have a presence and to Kuwait.”

Asaad Ahmad Al-Saad
Chief Executive Officer



شركة صناعة الكيماويات البترولية الكويتية

PETROCHEMICAL
INDUSTRIES COMPANY K.S.C.

إحدى شركات مؤسسة البترول الكويتية
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Possibilities without limit

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