

Press Release, Monday den 16 March 2026

Lasernet Unveils New Brand Identity

Today, the Lasernet Group (previously Formpipe Software AB) announced the launch of its new brand identity, marking a new chapter for the company as it moves forward under the Lasernet Group name.

The new branding places the document at the centre of the company's visual identity, reflecting the central role documents play in every business.

"For over 30 years, our customers have trusted Lasernet to solve their document challenges," said Lexi Rice, VP of Marketing. "Our new brand reflects our continued focus by placing a document at the heart of everything we do."



The redesigned logo highlights the document as a central element, symbolising Lasernet's mission to help organisations capture, organise, and deliver information to their customers. Like the platform, the broader brand identity is intentionally flexible, allowing the company to adapt visual elements such as colours, orientations, and layouts depending on how information needs to be presented.

This is a translation of the original Swedish version. In the event of any discrepancies between the two versions, the original Swedish version shall take precedence.

Lasernet builds valuable relationships between data and people. Driven by our core values, since 2004 we have developed premium software that provides you with the right information, in the right context, at the right time. Every time.

We help over 2,500 clients worldwide to digitize and automate business processes. Together with our customers and partners, we co-create a digital society where people thrive. We have offices in Sweden, Denmark, United Kingdom, Germany, France and USA.

Per previous announcements, the legal entity will continue as Formpipe Software AB until after the April AGM meeting where it is intended to formally change the legal name to Lasernet Group AB. Formpipe Software AB is a publicly listed company on Nasdaq Stockholm.

The brand also introduces **Laser Red** as its signature colour, complemented by a range of secondary colours designed to add contrast, dimension, and versatility across digital and print applications.

While the visual identity is new, Lasernet's core mission remains unchanged: helping organisations manage documents efficiently, reliably, and at scale. Customers across industries rely on the Lasernet platform to build and optimise global document programs, often maintaining long-term partnerships as their document needs grow.

"With this new identity, we're celebrating both where we've come from and where we're going," Rice said. "We're proud of what the Lasernet brand represents and excited to continue delivering value to our customers."

More information about the new Lasernet brand can be found here:

<https://www.lasernetgroup.com/about-us/brand-identity>

Per previous announcements, the legal entity will continue as 'Formpipe Software AB' until after the April AGM meeting where it is intended to formally change the legal name to 'Lasernet Group AB'.

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