deuka

https://www.deuka.de/en/current/aus-deutsche-tiernahrung-cremer-wird-deuka-tiernahrung-cremer/

The rebranding strengthens the joint brand identity under deuka

DEUKA TIERNAHRUNG CREMER IS BECOMING DEUKA TIERNAHRUNG CREMER

Düsseldorf, 26 June 2026 | *deuka Tiernahrung Cremer GmbH & Co. KG* will operate under the name 1 July 2026 as *deuka Tiernahrung Cremer GmbH & Co. KG*. The rebranding is intended to further clarify the public perception of the company and strengthen its visibility in its core market. For customers, suppliers and business partners, contracts, contact persons and the usual working relationship will remain unchanged.

deuka Tiernahrung Cremer GmbH & Co. KG will now operate under the name **deuka Tiernahrung Cremer GmbH & Co. KG** with immediate effect. With this new company name, the company is consistently continuing its established brand identity under **the deuka name** in its corporate name as well.

Portrait photograph of Miguel Diaz Martinez

> *"By changing our company name, we are creating greater clarity in the market and boosting the visibility of our deuka brand. For our customers and business partners, nothing will change in terms of our tried-and-tested collaboration, the quality of our products, or the familiar points of contact."*
>
> **Miguel Diaz Martinez, Managing Director**

The change of name relates solely to the company name; the company remains legally unchanged. Existing contracts, agreements, rights and obligations remain in force unchanged. The general terms and conditions of business, sale and delivery remain in force.

As part of the name change, the company's email addresses will also change from 1 July. deuka Tiernahrung Cremer will in future use email addresses ending in "deuka.de". The parts of the address before the @ symbol will remain unchanged. Existing email addresses ending in "deutsche-tiernahrung.de" will be redirected for a transitional period.

Further information is available at: www.deuka.de/umfirmierung

About deuka Tiernahrung Cremer

deuka Tiernahrung Cremer is the largest privately-owned animal feed manufacturer in Germany. Our core business is the production of compound feed, mineral feed and specialised feed for cattle, pigs and poultry, as well as for all kinds of domestic and pet animals. Over 730 employees from 23 countries work successfully across our 15 sites in Germany. Together, we produce approximately 2.3 million tonnes of feed (2025). Our plants are among the most modern and largest compound feed plants in Germany. Thanks to our extensive distribution network, which offers close customer support, and our use of predominantly regional raw materials, we are a strong partner to the domestic agricultural sector.

The product ranges of our brands deuka, Club and Nordkraft are well known and highly regarded by local farmers. The long-established deuka brand, in particular, has been used to feed animals throughout Germany and in many neighbouring European countries for almost 100 years. Club and Nordkraft are of great importance in southern and northern Germany respectively. The products across all our brands stand for the highest quality in all areas of animal feeding.

You can find out more about our company, our products, feeding concepts and brands at www.deutsche-tiernahrung.de and www.deuka.de.

Contact person

Tobias Bischoff

Head of Marketing+Communications

E-Mail: tobias.bischoff@deuka.de