Midland Research Institute for Value Chain Creation Becomes The Axia Institute

Midland, Michigan – October 2, 2017 – In a move to reinforce its brand and mission as the leading organization to deliver high-impact value chain solutions, The Midland Research Institute for Value Chain Creation (MRIVCC) will change its name and tagline to The Axia Institute: Delivering Value Chain Solutions.

“Axia” is the Greek word meaning “value.” This origin also aligns with the Spartan, the mascot of Michigan State University.

“This memorable name will serve us well as we continue our evolution as a center of excellence that is bridging the gap between theory and practical real-world application,” said Katherine A. Franz, MRIVCC executive director. “Our commitment to our clients, and the services and thought-leadership we deliver to our clients will remain unchanged,” she said.

Located in downtown Midland, Michigan, the Axia Institute sees value chains through an integrative lens, conducting applied research that companies can use to revolutionize their businesses. Axia is one of the research centers and institutes of the Eli Broad College of Business at MSU.

“Axia’s name change will enhance brand recognition to position us as top-of-mind among global organizations that rely on effective value chains to exceed customer expectations,” said Sanjay Gupta, the Eli and Edythe L. Broad Dean of the Broad College. “By collaborating with top-ranked faculty and the strength of other MSU colleges and institutes, Axia will have access to the cutting-edge research and resources to position partnering organizations and companies to maximize enterprise value.”

No other aspects of the Institute structure, such as management, website, email addresses, or telephone numbers will change. The new name will be reflected on all stationery and media with effect from October 2, 2017.

About Axia
The Axia Institute, formerly Midland Research Institute of Value Chain Creation, is a premier research and education center dedicated to developing effective and sustainable solutions to improve public and private value chains. Established by Michigan State University in 2013, the Axia Institute partners with industry to solve grand challenges and conducts cross-disciplinary research in areas of value chain optimization, data analytics, engineering, smart packaging, anti-counterfeiting, and water and food safety. The Institute was founded by leaders in value chain creation and development at MSU, including the Eli Broad College of Business, College of Agriculture and Natural Resources, College of Engineering, College of Social Science, and School of Packaging. Founding donors include The Dow Chemical Company, Dow Corning Corporation, Herbert H. & Grace A. Dow Foundation, Rollin M. Gerstacker

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Foundation, The Dow Chemical Company Foundation, and the Charles J. Strosacker Foundation. Visit our website at axiainstitute.com for more information about the Institute, its programs and services.

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