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BUILDING ON OUR LEGACY: NEPTUNE PACIFIC BRAND UPDATE

Neptune Pacific is delighted to be progressing with an evolution of its brand, transitioning away from Neptune Pacific Direct Line (NPDL) to better reflect the company's identity today and its broader positioning in the market.

This change began rolling out across the business in 2025. Customers and partners may have already seen the updated Neptune Pacific name and refreshed visual identity appearing in communications, on digital platforms, and at key industry events, including the FIJI Water and Neptune Pacific Career Centre [announcement](#).

This update marks a significant milestone in the company's almost 30-year journey. Since its establishment in 1997, Neptune Pacific has grown to operate one of the most extensive shipping and logistics networks in the South Pacific, connecting more than 20 countries through a dedicated vessel fleet supported by onshore [Transam](#) agencies.

While the name is evolving, Neptune Pacific remains firmly committed to the reputation, trust, and service excellence established under NPDL. Importantly, this is solely a brand update, with no changes to the legal entity, ownership, or organisational structure of the business. Neptune Pacific operations are continuing as usual, supported by the same expert teams, and consistent service standards customers are familiar with.

In the coming months, the Neptune Pacific brand name and elements will continue to be introduced across the South Pacific network, ensuring consistency and clarity at every touchpoint.

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About Neptune Pacific:

Neptune Pacific (formerly known as Neptune Pacific Direct Line or NPDL) is the leading shipping and logistics company in the South Pacific, owned by [The Wonderful Company](#).

Neptune Pacific offers liner shipping and end-to-end supply chain logistics services between 21 countries and 37 ports across the U.S., Australia, New Zealand, Asia, and the Pacific region, including Fiji, Samoa, American Samoa, Tonga, Tahiti French Polynesia, Cook Islands, Norfolk Island, Kiribati, Tuvalu, Wallis and Futuna, Solomon Islands, New Caledonia, Vanuatu, and the Marshall Islands. Currently, Neptune Pacific's fleet includes 10 vessels supported by onshore logistics assets and dedicated agency staff.



Headquartered in Singapore, the company's wider operations also include ship management and chartering, shipping agencies, cruise agencies, stevedoring (port operations), warehousing, container consolidations, fumigation and customs clearance, trucking and container depot operations, air freight, and fuel brokerage.

For more information, please visit the Neptune Pacific [website](#) and follow the company on [LinkedIn](#) and [Facebook](#) for regular updates.
