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A new logo for new ambitions

SOCOMEC is changing its logo.

The company, a specialist manufacturer of electrical equipment (industrial switchgear and UPS systems with an annual turnover of 271 M€), intends to highlight its ambitions within the context of its continuing growth and development.

Starting out as a purely French small-to-medium sized firm based in the town of Benfeld (near Strasbourg in Alsace), SOCOMEC has today become an international Group employing 2200 people across three continents (Europe, Asia and Africa). The manufacturer continues to focus on its core industrial business backed up by strategic investments in R&D, and has developed impressive international logistics. SOCOMEC is today headed up by a professional management team whilst maintaining independence with a family owned majority shareholding. The new logo is the latest of many developments that are taking place within a competitive and increasingly fierce environment with ever more demanding customers.

The new logo will naturally replace the old one. It combines tradition with modernity, and displays a continuity of values by retaining the traditional company colours and spirit of the older version. It looks forward to the future thanks to a new typography and with a more dynamic pictogram.

In particular, the new logo will make the Group's identity more distinct, at the same time integrating the internal drive that resides in all the company's sites. It will also facilitate marketing and external communication initiatives and other actions in today's global markets.

The same logic applies to the base-line. Formerly it simply referred to the company's core products and was translated into various languages. From now on the base-line will highlight SOCOMEC's profile as a specialist manufacturer and technological expert. In addition, it will only be in one language (English) for use across the Group worldwide, including head office in France, but of course with keywords that are universally understood, whatever the culture: "Innovative", "Power", "Solutions". The new logo, then, is all about getting the message summed up in these keywords across.

For more information

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