

21 January 2021

BRAND RELAUNCH AT OVENTROP: GROUND-BREAKING AND INNOVATIVE AS NEVER BEFORE - PERSONAL AND RELIABLE AS ALWAYS!

With the New Year, Oventrop faces new challenges and presents itself with a sharpened brand appearance. With this, Oventrop reacts to the changing sanitary, heating and air-conditioning market and shows that topics such as digitalisation and innovation are being used for its own benefit - and thus move with the times. With the new brand identity and the accompanying product and service offensive, the traditional company underlines its own awareness on the market: Oventrop is the reliable and personal partner for efficient heating, cooling and hygienically clean potable water.

WIR REGELN DAS. SEIT 1851.

The core of the sharpened brand image is a new brand positioning. From now on, Oventrop's new claim reads: "Wir regeln das. Seit 1851". With an optimised, modular product and service portfolio, Oventrop positions itself as a personal, pioneering and competent problem solver for all HVAC professionals. At the same time, Oventrop demonstrates its long history - as a company in the control of building services.

The strategic positioning is also expressed in the new, modern corporate design, which is visible on the website www.oventrop.com as well as at all points of contact with the brand in the future - from the new product catalogue 2021 to the social media presence and the product design. In addition, the new brand identity is now also audible in the hotline. The company thus demonstrates a holistic approach in its brand development.

EXPERIENCE THE BRAND ON THE OVENTROP BRAND PORTAL

Oventrop's brand identity has also been given a home: the Oventrop brand portal. Here, all building blocks of the new brand identity, such as the logo or elements of the corporate design, are centrally bundled. The brand portal can be found at branding.oventrop.com.

About the company:

Oventrop is the partner for efficient heating, cooling and clean potable water. The modular systems and services offer pioneering solutions which all HVAC experts use to work with – easily and flexibly – from planning to installation, from industry to trade. As a family business, Oventrop accompanies all its partners over many years – competently and personally.

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