

Trotec presents new brand identity

A brand-new look shows that the innovation leader is ready for the future.

Wels, 11/05/2020 Trotec Laser, the Upper Austrian laser machine manufacturer, presents a new corporate design. The change also includes its logo. All the company's communication channels, online presence, advertising materials and printed matter have acquired new glamor.

The new image underscores technological leadership

“All our visual presentation supports the communication of our core values, of our identity. For Trotec, this means specifically that our logo highlights our activities as innovation leader,” explains Dr. Andreas Penz, Managing Director of Trotec Laser GmbH. He developed and built the first-ever Trotec laser himself and has been involved in the branding process for almost 25 years. The laser manufacturer is in the midst of digital change and is actively driving this change within the company. So it was only logical to make these changes visible to the outside world. “Our products are becoming “all-digital”. The team is currently working intensively on a new generation of software for our laser machines. Our external communications now reflect a new corporate image as well”, says Penz as he outlines the company's strategy and the significance of digitization as one of its three new core values.

“Setting New Standards” with some deliberate fine-tuning

The new identity, which can be likened to ‘background music’ accompanying a common way of thinking, applies some careful fine-tuning of the most important elements. “Setting New Standards” – which has long been the claim of the Trotec brand – still defines its purpose and corporate identity, and it continues to be the international team's top priority at the headquarters in Wels. Across all channels, this claim also remains visible as a typographic feature. It is accompanied by a laser fragment, which lends structure. Clear, precise, powerful.

The letter “E” in the Trotec logo now looks up-to-minute and illustrates the precision and speed of a laser. At the same time, it ensures even better legibility.

Trotec's world of colors remains elegant. Using plenty of white, the targeted use of the red color logo, enhanced by a blue tone, makes the palette clear and concise. Trotec's red is used to

differentiate, activate and emotionalize the brand. The red laser head stands for well-designed engineering performance and maximum customer benefit.

The typography has also changed. The new Source Sans Pro Light font was chosen to achieve optimum readability and functionality across all media.

Central brand values: Innovation, partnership with the customer, digitization

“If I had to use one word to name the Trotec brand, it would be innovation. That’s what we’re working on every day”, says Dr Andreas Penz. In the coming years, our laser specialists will focus even more on three core values. Innovation, digitization and partnership with customers are the pillars of their strategy. Implementing the mission to develop first-class laser systems that make customers more profitable drives the team’s actions. Trotec’s new visual image reflects our strong partnership with customers at first glance – we accompany them in their business development.

About Trotec

Trotec is a leading international manufacturer of laser machines. The company’s extensive line of first-class laser engravers, cutters and markers, its vast portfolio of engraving materials coupled with its unrivaled service, have made Trotec the technology leader in the industry. Trotec was formed in 1997 from a research branch of Trodat – the world’s largest manufacturer of rubber stamps – and since then, Trotec has been setting new standards in the field of laser technology. With clear focus on the profitability of its customers Trotec strictly aligns itself with the needs of laser users. The field staff is qualified and continuously trained within the in-house Academy. Trotec has 17 sales subsidiaries worldwide. In 2019, the turnover of the Upper Austrian laser manufacturer exceeded 140 mill. Euro. Trotec’s machines are currently in use in over 90 countries around the globe.

Press Release



Photo Material

Please contact us for high resolution images. Preview:

	<p>The new logo (Quelle: Trotec)</p>
	<p>The new logo with claim (Quelle: Trotec)</p>
	<p>The Trotec imagery: Customer-centric approach (Quelle: Trotec)</p>
	<p>CEO Dr. Andreas Penz (Quelle: Trotec)</p>

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SETTING NEW
STANDARDS

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