

PRESS RELEASE

FRESE LAUNCH NEW BRAND IMAGE

Released Monday 25th January 2016, Andrew Pender

Frese, the Danish provider of innovative fluid control and component solutions, has officially launched its new brand image today.

The new brand image consists of a common, refreshed Frese logo that combines the traditional and recognisable Frese logo with the corporate colours. The new logo will be used across the Frese group to create a common brand identity.

In addition to the new logo, a new Frese Group website has been developed providing information about the Frese group as well as providing a gateway to the individual business unit websites. The business unit websites have also been updated with the previous valves website becoming the HVAC valves and controls website, a new and updated foundry website, increased visibility for the plumbing products on the group website and a new marine and industrial website.

René Barington, CEO of the Frese Group comments “these changes form part of our strategy that aims to present a stronger, united group image to all of our stakeholders. The new branding will help to create a consistent image for the Frese brand globally whilst helping to demonstrate our knowledge and expertise across the individual areas of our business”.

The new group website can be accessed using www.frese.eu



Frese Group

With the head office and main manufacturing facilities located in Denmark, the Frese group is a combination of a highly experienced foundry and a leading manufacturer of high quality valves, controls and fittings for the global HVAC, plumbing, marine and industrial market segments.

For more information, please contact the Frese Marketing Department on +45 58 56 00 00