**press** release

**Tie gives way to polo shirt**

# The global specialist in power transmission engineering has changed

its appearance

***Bochum, 1 April 2020***

***In response to the progressing globalization, Dipl.-Ing. Herwarth Reich GmbH has refreshed its outer appearance and will present itself with a new visual look from 2020 onwards.***

Initiated by Christian Reich in 2010, the '2020 Vision' of a globally operating company could be realized with success. As of to-date, 9 subsidiaries have been established. These subsidiaries and further international sales partners jointly make sure that our customers can count on a worldwide support.

As the final logical step, a new and unique appearance has been created for our brand. This brand message has been matched to the global development for a better perception in the global market. Refreshingly modern, yet still tied to tradition, we will continue to provide our customers with high-quality products and worldwide support as reliable partners.

But the most eye-catching change of the family-owned company in Bochum who has been active in power transmission engineering since 1946 and evolved into a leading company in the development and production of torsionally flexible couplings, is: a correspondingly redefined Corporate Design.

Our relaunched website shines with a new brilliance and now comes with pages featuring an optimized, user-friendly navigation bar. The clearly arranged menu navigation takes the user to the desired information, straightforward and directly. The focus of the new website is on an up-to-date presentation of REICH's entire product portfolio. More and more users are using tables and smartphones to call up websites, so this feature has been incorporated.

Likewise, all product documents have been updated to show the new Corporate Design which includes, among others, a new logo in a fresh REICH blue. While rebranding, particular attention was paid to significantly change the existing Corporate Design in all essential elements, helping REICH to gain a modern appearance with international appeal and a great recognition value. Additional support comes from the newly implemented 'COLOR SCALE ONE', a design element with a stylized letter 'R' from the Reich logo. The further development of both the logo and 'COLOR SCALE ONE' is visualized in an animation that was specifically created for this purpose. A new strapline SIMPLY POWERFUL rounds off the new appearance.

All that should be seen in the context of the Designed to Customer (D2C) principle:
REICH supplies not only a coupling, but a solution.

D2C will be pursued with 'AMBITION 2030' in line with the future orientation of the company.

At Reich, people are our most important asset: 'Our people build the road' – with dedicated employees who cooperate with customers and suppliers in a spirit of partnership. Acting as your strong and reliable partner when it comes to the joint development of durable and high-performance products.

**Text:** 3094 characters (incl. blanks)

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**Illustration:** Logo, COLOR SCALE ONE, D2C logo, strapline, start screen of the home page