

Press release

FOBA introduces new brand presence

Selmsdorf/Lüdenscheid (Germany); October 17, 2011 – FOBA, manufacturer of systems and machines for laser marking and laser engraving, presents its new look and feel. At the trade shows MOTEK and SOUTH-Tec, FOBA officially unveiled its new brand appearance to a worldwide audience.

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With the acquisition of FOBA by ALLTEC and the integration into the ALLTEC GmbH in 2009, the FOBA brand continuously changed and developed. Within ALLTEC GmbH the responsibilities were divided, and the branding was strategically realigned. Finally, the brands ALLTEC and FOBA were consolidated toward a realigned FOBA brand that now is ALLTEC's sole brand for the sale and service in the worldwide part marking industries and markets.

This strategic consolidation significantly affected FOBA's brand personality, so that a redesign of the brand's appearance was urgently required. Since early 2011, the Berlin agency wirDesign is responsible for the development and implementation of the new brand design. During the trade shows MOTEK (Germany) and SOUTH-Tec (USA) the new look & feel was unveiled and officially introduced.

"With the redesign of FOBA's look and feel we emphasize the brand's new strength and give the positive change an appropriate appearance. We strengthen the brand on a global scale and provide FOBA with a stable visual identity. The new brand design developed by wirDesign translates our brand identity consistently into a modern and clear look and feel that makes the brand recognizable throughout the market." (Dana Francksen, Manager Marketing Communications for FOBA [ALLTEC GmbH])

The new brand appearance ensures a clear and consistent communication. The new look and feel comprises the revision of logo and tag line, newly defined colors, image style, typography and a layout grid. The new face includes all applications – the stationary, basic templates, the brand literature, major signage elements, the product branding, job ads and a trade show concept. The new claim "Laser at your service" encapsulates the brand and focuses on the core competencies technology, customer benefit and service. The FOBA website will be relaunched in 2012.

About FOBA www.fobalaser.com

FOBA Laser Marking + Engraving is among the leaders in manufacturing and supplying precision laser systems for marking and engraving. FOBA marking lasers mark a variety of materials and parts not least in the key markets of Electronics, Automotive, Plastics, Medical, Safety and ID. FOBA laser engraving machines are especially applied in the fields of Tool, Metal and Mold Making, Medical Technology, Jewelry and Coinage. Worldwide sales and service branches service the most important markets. In September 2009, FOBA has become part of ALLTEC GmbH. Since then, FOBA is part of ALLTEC as a sales channel for laser part marking and engraving.