



SAMSON

**SAMSON**

# PRESS RELEASE

PI 04/2016 · 1. June 2016

1273 characters (including spaces), 165 words

Text and image files can be downloaded at: [www.samson.de](http://www.samson.de)

We kindly ask you to send us a copy.



## SAMSON Strengthens its Brand Identity

SAMSON AG offers the full range of control equipment used in industrial processes from one single source together with its subsidiaries AIR TORQUE, CERA SYSTEM, KT-ELEKTRONIK, LEUSCH, PFEIFFER, RINGO VÁLVULAS, SAMSOMATIC, STARLINE, and VETEC. For many years, this alliance has been well established on the market as the SAMSON GROUP.

A uniform branding of SAMSON AG and its subsidiaries has been introduced for a better focus on customer requirements in international project activities and market sectors, such as the oil and gas industry and process engineering. The focal point of the group has shifted to SAMSON as the core brand.

The new corporate design combines the SAMSON logo with the company name of each subsidiary. The company name and contact data remain unchanged.

The new brand identity sharpens the profile of SAMSON on the international market. It underlines the affiliation between the highly specialized companies, which is also reflected in the carefully managed product portfolio. SAMSON is the first choice for customers for smart valves, flexible production processes, and challenging applications.

SAMSON – SMART IN FLOW CONTROL.

SAMSON AKTIENGESELLSCHAFT

Weismüllerstraße 3 · 60314 Frankfurt am Main, Germany

Phone: +49 69 4009-0 · Fax: +49 69 4009-1507

E-mail: [samson@samson.de](mailto:samson@samson.de) · Internet: [www.samson.de](http://www.samson.de)

**Contact:**

SAMSON AKTIENGESELLSCHAFT · Public Relations

Jürgen van Santen · Phone +49 69 4009-1571

E-mail: [presse@samson.de](mailto:presse@samson.de) · Internet: [www.samson.de](http://www.samson.de)

SMART IN FLOW CONTROL.