

6<sup>th</sup> October 2008

## SAUTER FM now part of the SAUTER brand

Availing itself of the proven expertise of SAUTER FM, its German subsidiary company, the SAUTER Group has embarked on a worldwide strategy of Facility Management. With its commitment to providing comprehensive building expertise and its ability to shape living spaces, Facility Management is a key element in the future direction of the whole SAUTER Group. In order to raise its profile, FM has been operating under the SAUTER umbrella brand as from October 1<sup>st</sup>.

The ability to think in terms of networks is one of the SAUTER Group's fortes. It is a philosophy that enables it to provide high-quality, competent, economical, energy-efficient services tailored to every phase of a building's life-cycle – to create sustainable environments, in fact.

As from October 1<sup>st</sup>, business communication at SAUTER FM has come under the parent company's umbrella in order to underline visually the synergies between the Group's four divisions - Systems, Components, Services and Facility Management. From this date on, SAUTER FM's hitherto existing corporate identity with red-and-black lettering and the skyline symbol has given way to the SAUTER Group's blue-and-yellow brand logo, supplemented by a Facility Management caption. The change stems from a conviction that the German model for success is now ready for a worldwide launch.

### New look, same quality

"We have recognised how our experience in traditional areas of automation can mesh optimally with classical Facility Management", says Bertram Schmitz, CEO of the SAUTER Group. Streamlining communications is the logical consequence of a shared objective.

However, a merging of brand identity in no way implies a softening of demarcations between SAUTER's specialists in these disciplines. The Facility Management experts will continue doing what they do best: maintaining properties, safeguarding their operational reliability, and ensuring that buildings are run with energy efficiency in mind. The specialists at other divisions will likewise maintain focus on their respective areas of expertise. "Nonetheless, our joint aim is to develop solutions that will transform a building into a living entity. Our goals are to provide comfort, functionality and operational reliability to building users on the one hand, and to integrate buildings seamlessly with their natural environment on the other. Here, reduced emissions minimise a building's impact on the surroundings, and are cost-efficient in terms of the consumption of resources", points out Werner Ottilinger, manager of SAUTER FM in Germany. This is completely consistent with the Group's dual obligation to customers and the environment. Most important, too: "Despite our new colours, we will maintain our accustomed customer-orientation, flexibility and personal approach."