

Press Release

ISH 2011: New Kampmann claim promises maximum customer satisfaction

Lingen (Ems), 11.02.2011 – "Kampmann. Genau mein Klima." and in English "Kampmann. Precisely my type of climate." Lingen-based Kampmann GmbH presents its USP in a new claim. The spotlight is now much more on the customer. After 30 years, the colour of the company logo has also been updated.

"We are giving our customers a permanent promise with the new claim. It touches all levels of cooperation," explains Managing Director Hendrik Kampmann. "By publishing it directly in our logo, our customers should expect to rely on it everywhere."

The new logo will be launched on a massive scale for the first time at the ISH 2011 in Hall 8/Stand C30 and in Hall 11/Stand B30, and the redesigned website www.kampmann.de will go live online at the same time.

Dual signal to customers

"Kampmann. Genau mein Klima" - "Kampmann. Precisely my type of climate" is intended as a dual signal to customers: in a climate characterised by partnership, the Lingen-based company offers customers the best possible service, enabling customers to get on even better with their everyday work. Of equal value, is the Kampmann claim that it creates an outstanding "feel-good" climate for customers using high-quality top-class products. The course is set for this in the company's own Research & Development Centre at its headquarters in Lingen (Ems) in Germany.

A third level is taken up by the strong self-belief of the just under 750 employees, whose will for further market success is based on an outstanding working environment.

A new colour after 30 years

The new logo retains the striking Kampmann lettering with the memorable capital A, but the deep red and blue colouring that has been around for 30 years is replaced by a more muted light blue.

Technically pioneering systems for heating, cooling and ventilation have made Kampmann GmbH internationally successful and in the 2010 business year, the company recorded a turnover of around 70 million euros, with export orders making up approx. 30 % of this figure.

(338 words/2,060 characters)

Photo 1 (*Genau_mein_Klima.jpg*)

New logo with feel-good character