

Free for publication as from 01.05.2019

NEW BRANDING FOR ROBATECH

On May 1, 2019, the Robatech Group launched Green Gluing, presenting the company in a new, modern design. The new look emphasizes the values and core properties of the company even more clearly. Robatech optimizes the adhesive application processes of its customers with innovations, efficiency, sustainability, and services.

Green Gluing

This is the new slogan of the global family-owned company Robatech, headquartered in Muri/AG, Switzerland. The group specializes in innovative, sustainable adhesive application solutions with high reliability and service life. With Green Gluing, Robatech builds a bridge between the industrial adhesive application process and fundamental ecological values, underlining its responsibility for the careful use of resources.

Strong Positioning

The new design creates clarity and consistency. The modern, fresh look brings to the foreground what distinguishes Robatech: Responsible conduct, reliability, and competence. Robatech optimizes the adhesive application processes with innovative solutions and works very closely with its customers. Whether the adhesive application is about achieving sustainability goals, high investment protection, lower operating costs or fast and competent service, Robatech relies on good customer relationships and a long-term, mutually beneficial partnership.

Martin Meier, CEO Robatech Group, emphasizes: "It is essential and useful to integrate economic and ecological thinking and action into our performance. With the new branding, we show that we assume responsibility."



Martin Meier, CEO Robatech Group

Further information on the topic: www.greengluing.org

ROBATECH

The Robatech Group with headquarters in Muri/AG in Switzerland is a worldwide leading provider of adhesive application systems for a variety of industry sectors. The product portfolio of the service and technology leader for green adhesive application solutions comprises hot melt adhesive and cold glue as well as PUR solutions. Robatech is present in more than 70 countries. Since 1975, the company has delivered high-quality controls, application heads, and dosing systems that are unmatched in terms of speed, precision, and reliability.

www.robatech.com

PRESS CONTACT

marketing-pl@robatech.ch

Alternatively, contact your local Robatech press contact.