

We're keeping the quality! We're also keeping the name!

At the start of the year the Elster Group and therefore every individual business within the Group will have a new, almost identical logo. A new colour and a similar design to the diamond used at the moment. These days a new logo or a new company name is far from unusual. New company names are often artistic creations which are intended to result in everybody linking something new and positive to the name. If this new name is then used globally, the process is generally accompanied by a prayer that it will not have an ambiguous meaning in some remote corner of the world.

In view of this we are delighted that our name will remain "Elster". "Elster" is the name of the person who founded the company almost 160 years ago. What is more, "Elster" can be pronounced by speakers of almost any language without being a tongue-twister. Giving the electricity and water business units the same "Elster" name was definitely an emergency solution at the time because the name ABB Messtechnik had to be abandoned. But now "Elster" has proved to be an inspired choice for the whole group globally.

Advertising experts can tell you a great deal about the "freshness", the "modern style" and the "energy-intensive expression" of a logo and they may well be right. But the new logo is far more than just an expression. Elster companies in every market will come closer together and, where it makes sense, they will work together in sales beyond the borders of gas, water and electricity.

However, we will do our very best not to make the same mistakes that others have made before. We will not have a universal agent for gas, water and electricity, and we all hope sincerely that nobody who represents our business will ever use the phrase "Hello, I'm from Elster and I can sell you everything – but please don't ask me any questions!" However, I do believe that in the future you will meet lots of people selling "Elster" products for gas who will have two stripes on their sleeves to signify that they know somebody who can also help you if you wish to buy our products for water and electricity.

Within the Elster Group, the "Gas Business Unit" with its well-known strong brands such as Kromschroder and Elster-Instromet will, of course, keep its identity and also its time-proven product range.

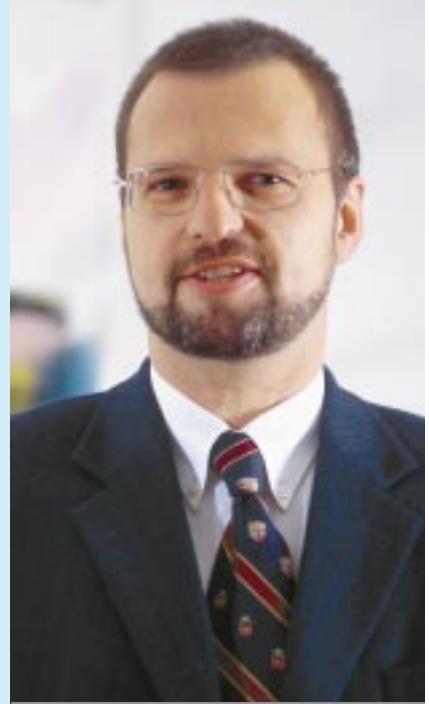
We will continue to live up to the standards that we set ourselves here at Elster-Instromet so that we can continue to be a competent, reliable partner for you in the future.

I hope that you will recognise us even with a blue logo! Best wishes for a Merry Christmas and a healthy, successful New Year.

Yours



Peter Hampel, Sales Director



IMPRINT

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