

## **Regin Group introduces new brands and logos!**

Regin Group is thrilled to announce a rebranding initiative. The transformation, effective from the 4th of March 2024, includes introducing a new visual identity for both the group and its brands.

Regin Group has a history of strong organic and acquisitive growth. With a shared passion for innovative energy-saving solutions, the Regin group today consists of three strong brands – Regin, DEOS, and Industrietechnik. The joint offering, including IoT platforms, building management systems, controllers, room solutions, and field devices, is one of the strongest in the industry. Significant resources are invested to make the offering easy to configure, install, and commission as parts as well as a total integrated solution.

Regin Group is now taking the next step in its brand journey because the combined strength of Regin, DEOS, and Industrietechnik goes beyond the integrated solutions offered. With more than 75 years in the business and own sales companies in most European countries, we continue to be a long-term partner that is committed to our customer's success at all levels of the organization.

The rebranding initiative incorporates new logos, colors, emblems, and fonts and is effective from the 4<sup>th</sup> of March 2024.