

technotrans 

The future is  
in your hands.

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Discover technotrans in a whole new way.



# power to transform

For us, transformation means:  
Create new things.  
Get better together.  
Shaping the future.

Strength, energy and performance are key terms of our corporate identity = power. Our power will make our transformation glow. And with our innovative technologies, we help our customers to develop themselves and their systems. This is how the new claim simultaneously formulates our strength and customer benefits: **power to transform.**



## Dear Employees,

Today we have great news for you. The technotrans group will strengthen itself for the future with targeted changes.

What will change?

As part of a comprehensive transformation, the companies of our Group will move closer together and form a new large community. gwk, klh, reisner, termotek and technotrans will no longer appear to the outside world as individual companies, but as a large company – called technotrans. With the new brand, we offer the market a unique range of products and services in the thermal management segment.

Become an active part of the new technotrans community! Let us shape a successful future together.

Welcome to the new WE at technotrans!  
Your Board of Management

**Michael Finger**  
Board Spokesman  
(CEO)

**Dirk Engel**  
Member of the Executive  
Board (CFO)

**Peter Hirsch**  
Member of the Executive  
Board (CTO/COO)

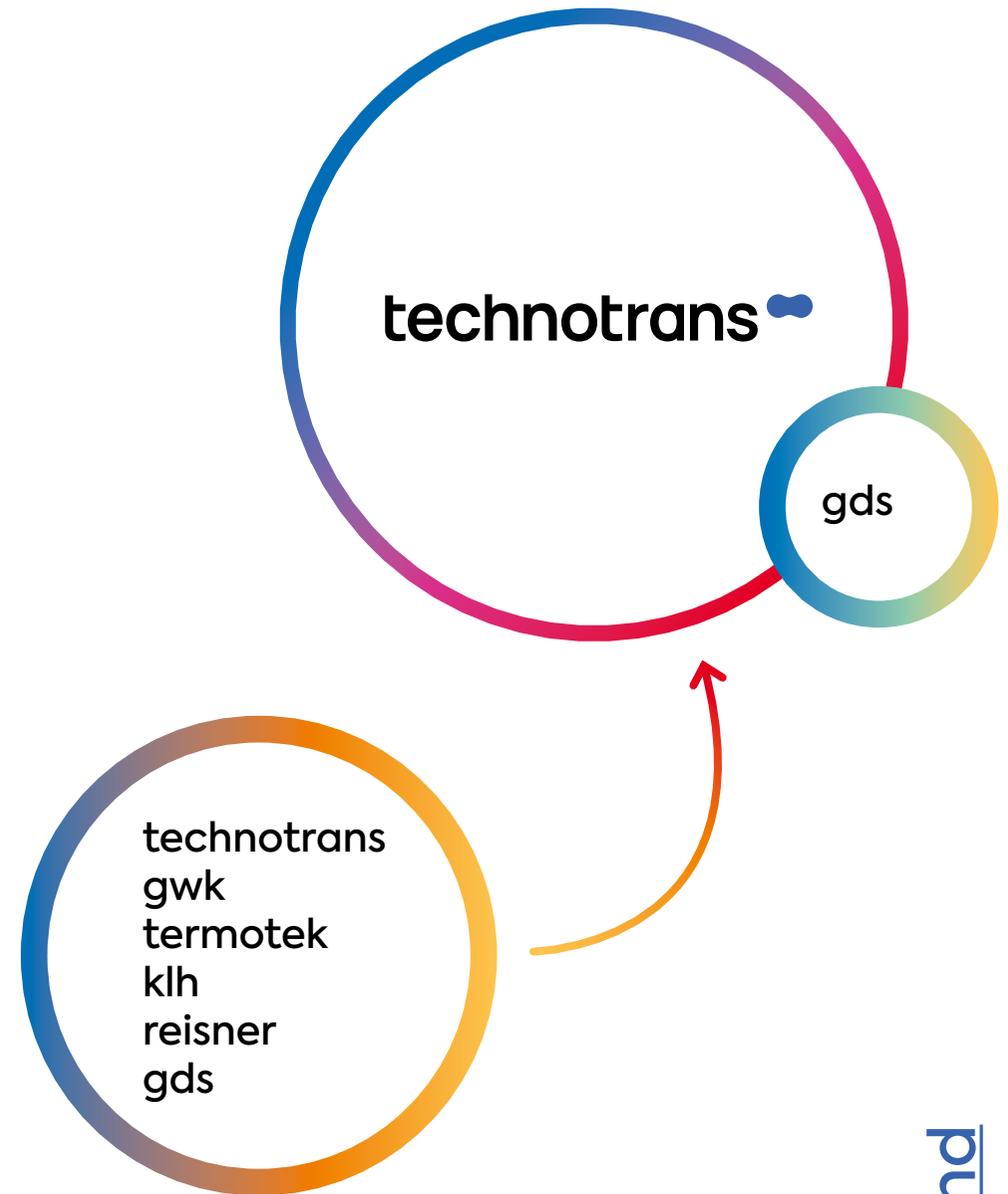
# What happens when strong partners come together?

## The power of a brand: technotrans.

Today, in its 50th year of existence, the technotrans Group comprises 6 brands at 17 locations worldwide with a wide range of products for countless fields of application.

This will result in a single identity in the course of next year – with a clear brand strategy on how we shape the future: one group of companies, one brand, one promise.

Our goal is to develop technotrans from a diversified group of companies to a multifunctional, high-performance company. A leading brand that offers a wide range of innovative products and services. We asked ourselves: What if we united the power of our individual companies? And the answer was clear: We would be much stronger together than everyone is today. That is it – the new power of technotrans: **power to transform.**



All companies will operate under technotrans in the future. gds is an exception because it is not active in thermal management but addresses other markets. That's why it remains gds.



# Our Vision. Our Strategy.

In the technotrans group, a lot is in motion. Structural changes are becoming visible, the company is getting a new face. What is the strategy behind it? And what is the future of technotrans? An interview with the board of directors is intended to shed light on this matter.

**It cannot be ignored: Something is happening at technotrans. A new logo, a new look – is technotrans currently reinventing itself?**

**Michael Finger:**

Yes and no. Externally, the technotrans group will change significantly, because all the Group's companies, except gds, will operate in future under the name technotrans. Our aim is to ensure that technotrans is perceived as a technology group with a large product portfolio. We have been such a group for quite a while, but it has not been recognised from the outside. We will change this now.

**Is it so beneficial to be perceived as a large group?**

**Peter Hirsch:**

It is not so much a question of size, but rather of the overall technological competence and the variety of the range of products offered. So far, every company in our group has its own portfolio. Everyone competes for customers and market shares. If we join our forces, we don't just seem stronger, we will be stronger! The fusion of our competences creates valuable synergies and new potentials. More specifically: Together, we will cover a very wide range of needs in the future – and will be considered also as partners by companies that may have previously perceived us as a small supplier in a narrow market niche.

**»When we join forces, we don't just appear stronger, we will be stronger!«**

**And that's going to change now?**

**Michael Finger:**

We can't wait to start with the new strategy and the great new appearance. We are certain that the strong signals of change will receive a lot of attention in our target markets.

**Let's take a look inside: How will the transformation affect the technotrans group? And how in the individual companies?**

**Dirk Engel:**

A new dynamic will also develop inside. We strive for open communication and a lively transfer of know-how between the individual companies. Over time, we hope, a culture of solidarity will emerge – the feeling that we are working together and for each other. technotrans is then ONE big company.

**What are the most important strategic goals of technotrans?**

**Michael Finger:**

With the enormous range of technologies resulting from our merger and the resulting innovative strength, we want to present to our existing customers a competence upgrade. In this way, we can strengthen and deepen vital connections. Of course, we also want to attract new customers, companies on a larger scale. At the same time, we will enter new markets. These can also be applications that we do not even think of today.

**Peter Hirsch:**

That's right, that is exactly why we have reorganised our development department and created a central creative and innovation area in it.



»Our goal: To make technotrans strong and stable in the long term, to further strengthen its position as a technology leader.«

**Dirk Engel:**

Of Course! Our future potential is enormous. And isn't that exciting? Enter a new terrain, prove yourself in previously unknown worlds? We are particularly looking forward to these expeditions. We hope that our employees will enjoy this journey as much.

**Other goals?**

**Dirk Engel:**

Above all this, of course, there is a fundamental goal: To make technotrans strong and stable in the long term, to further expand its position as a technology leader. Keyword: Future-proof.

**Speaking of the future: What role does sustainability play at technotrans?**

**Michael Finger:**

That's an important topic for us! It

is one of the great challenges of our time. We at technotrans understand sustainability not only in terms of our environment, such as responsible and efficient use of resources, the reduction of emissions and thus the protection of our ecosystems.

We understand that sustainability should also apply to other business areas. In human resource development, for example. Social sustainability means, among other things, maintaining a human and open corporate culture, ensuring equal opportunities and a good working atmosphere and supporting employees.

And this brings us to the next aspect, economic sustainability. The focus here is on the value chain. Each of our innovations, products and services is designed to help us and our customers to improve the use of resources. The



earlier you act consistently, the better a company is positioned for the future. And we do it.

**Finally, a slightly provocative question: What makes you so sure that technotrans will succeed with the new strategy?**

**Peter Hirsch:**

One reason is that we have secured our strategy several times. We analysed the market thoroughly and discussed it with experienced experts. And last but not least, we conducted a critical, honest self-analysis that highlights our strengths and weaknesses. We have carefully developed our strategy on this differentiated basis.

**Michael Finger:**

In addition, there is another factor, perhaps the decisive one: I mean the people who work in our companies. We are very lucky to have motivated, qualified employees at all levels, whom we trust and who trust us. They work together hand in hand to deliver a performance that keeps us excited. We are sure that we will be able to meet any challenge with this team. Especially in the new, strong community, which is now about to begin.

**Thank you for the open conversation.**

If there is a challenge in the area of thermal management, we will develop and create the better solution.

Together with our customers, we will create the innovations of tomorrow.

Why technotrans?

We strive for the ideal. The optimal condition is always a balance for us: A balance between people and the environment, reflection and dialogue, tasks and solutions – cooling and tempering. This competence creates trust and gives security.



power to transform  
products  
into markets



power to transform  
technology  
into products



power to transform  
tasks into success



power to transform  
people into teams

# Do we need a new look?

## Yes.

Our customers will only buy our products if they trust us. Especially in times when markets, needs and goals are changing. We must earn this trust again and again. With reliable performance. With consistently high quality. And with a uniform appearance that gives us a recognizable face.

Since the founding of technotrans 50 years ago, our technology portfolio has grown steadily. The individual companies termotek, klh, gds, gwk, reisner and technotrans have helped to shape the technotrans group. The current appearances have existed for a long time – now it is time for modernization, also to be able to survive better alongside competing brands. Above all, the new appearance should be a symbol of our change, it should give the technotrans brand even more strength.

That is why we are setting ourselves up again and showing this with confidence with the new corporate design. In this way, our inner unity becomes visible and tangible also on the outside: **powerful, clear and independent.**

And what does  
that look like?  
Always optimal.

technotrans 

We want to make the combined innovative power of technotrans tangible: **With a confident logo.**

Our logo is meant to reflect our claim, the force for change: **power to transform.**

technotrans 

The logo symbolizes the potential for transformation and at the same time the ideal state of balance: Through the development of trend-setting technologies, we strive for a balance between human beings and the environment.



Control, act and give impulses



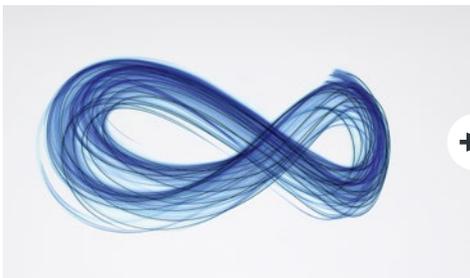
Transformation and change



Dialog, exchange and adjustment

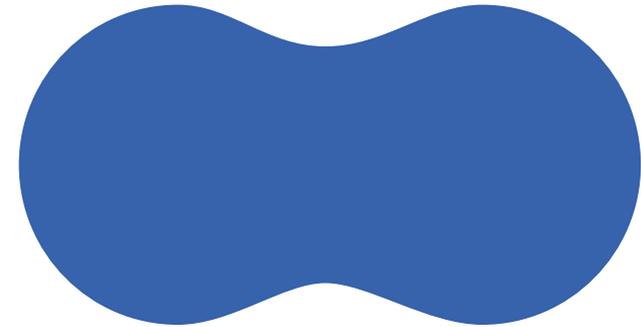


Ideal Condition, balance



Persistent striving for the ideal

# What does the new logo mean? The optimum.



design mark

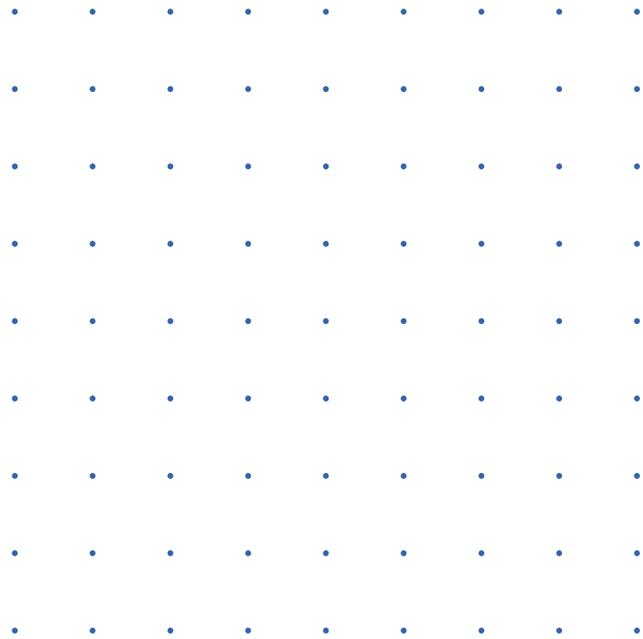
The design mark of the new technotrans logo symbolizes the optimum.

It has a friendly and technical character at the same time. Two geometric circles combine to form a perfectly balanced, soft form.

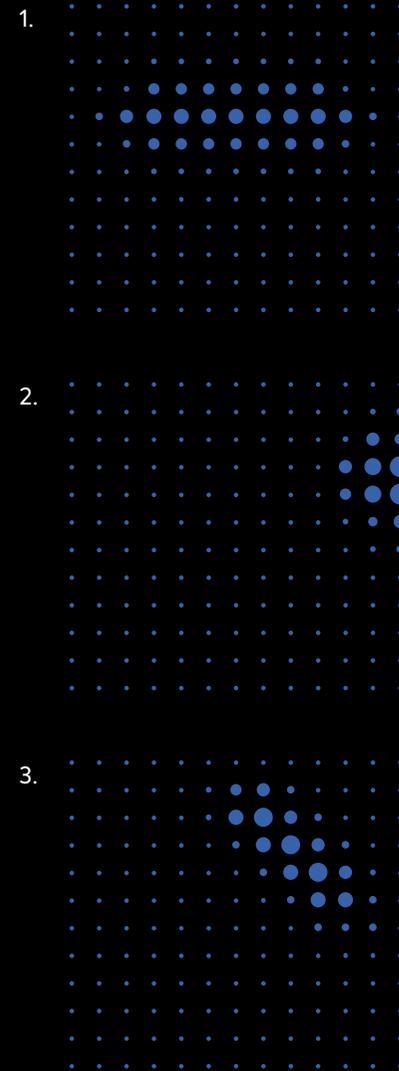
The sign looks clear, modern and has a high recognition value. The colour blue symbolizes technology and precision, safety and seriousness.

# What does the transformation grid stand for?

## Flexibility.

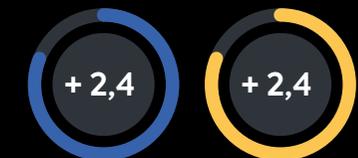
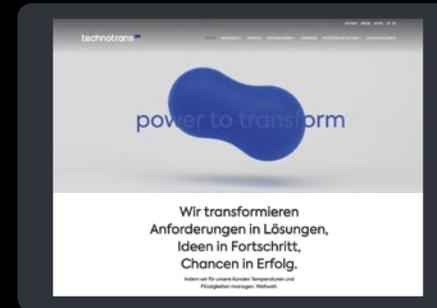


Another element of our appearance is the transformation grid. It embodies flexibility and our ability to develop our know-how with a focus on customer needs and to offer suitable solutions.



Together with the logo, the transformation grid increases the visibility of the technotrans brand. It is based on a flexible points grid, which changes over and over again and thus visually transmits the transformation.

# Welcome to the future.



# And how do our customers see us? As unique as we are.

»technotrans had solutions where others failed.«

»They do not just want to sell but want the system to work.«

»An important contribution, also to our certified energy efficiency.«

»technotrans can develop the best products of its class in the world.«

»For every question, it feels like there is at least one expert at technotrans.«

»Reliable partners by our side.«

»The advice makes the difference – not comparable to others, always motivated and friendly.«

And when does it start?  
Now.

power to transform  
things into better

And for that we need: You. Even if technotrans is a large company, with more than 1,400 employees worldwide: We do not forget who is behind the success.

Each and every one of us makes an indispensable contribution. For people and technology to evolve. That technotrans is so successful. You can be proud of that, too.

**Become part of the new WE!**  
We look forward to it!

