



Claim change in several svt companies „Protect your values“ becomes “Protect what matters”

Hamburg, August 2023 – At svt we pursue one goal: "Together we protect what really matters: people's lives, their health, their values and their property." This is the soul of our group of companies and what sets us apart as #TeamLebenSchuetzen and #TeamLifeProtectors.

Now we are pleased to announce that we are changing our international brand claim of svt Holding, svt Brandschutz Vertriebsgesellschaft and svt Products to "Protect what matters". Introduced as an internal mission statement for the entire svt Group of Companies, the claim is now also intended to underline the brand's identity externally.



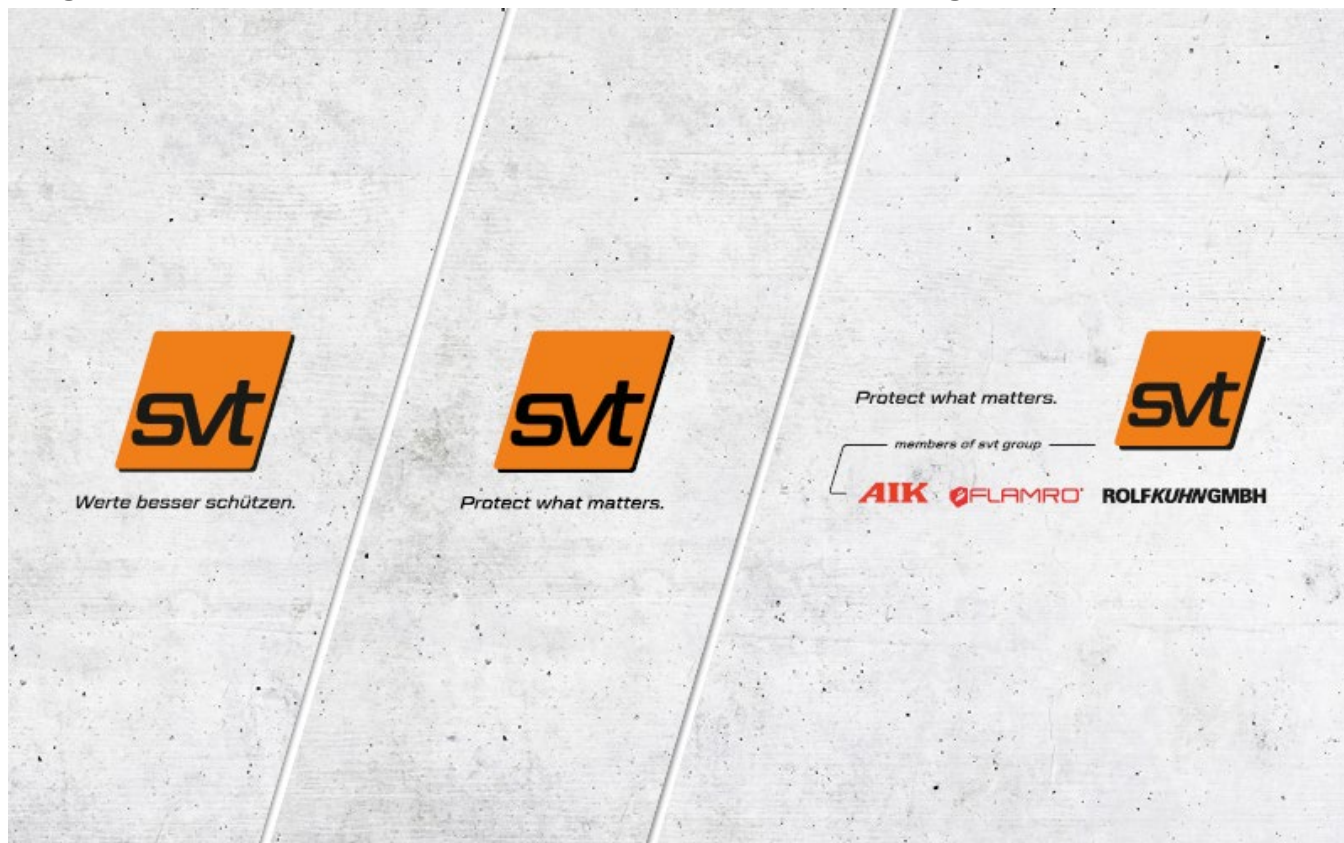
"It is always about values, both material and immaterial," clarifies Kristina Krause, Head of Brand and Marketing Services at svt Group of Companies, "because our core business always includes everything that is worth protecting for each and every individual. We are very proud that the meaning and purpose of our Group of Companies are now visible in our international claim. svt protects what really matters."

In the nationwide operating companies of svt Brandschutz-Services as well as svt Schadensanierung, the well-known brand claim "Werte besser schützen" will remain, as the claim is strongly established.

Our brand look will remain unchanged in both cases, only the logo will be adapted in the svt Holding, the svt Products and the svt Brandschutz Vertriebsgesellschaft International.



Logo variants of the svt Group of Companies at a glance:



About the svt Group of Companies

The svt Group of Companies is one of the leading manufacturers of state-of-the-art fire protection products and industrial fire protection applications in Europe. In addition, svt is a provider of comprehensive services in passive structural fire protection, damage restoration as well as planning and organisational fire protection. svt employs more than 1,600 people in over 60 national and international branches and has a partner network spanning 50 countries.

www.svt-global.com