

General Data**Change Nr,Title** 20008896, New branding 2022**Date of issue** 23.05.2022**Category of change**

- Form
- Fit
- Function
- Men
- Material
- Method
- Machine

Affected products

All products

Description of change

The company logo has been updated.

The logo will be used on, but not limited to: Product labels, packaging labels, packaging boxes, leaflets, brochures.

Reason for change

In a rebranding project, Schaffner has modernized its digital presence. The website has been updated and is now more user friendly, easier to navigate and has a fresher look. The new design was launched beginning of May 2022.

The ambition to innovate the digital presence will continue. Further functional improvements can be expected throughout the year 2022. In course of the rebranding project, the logo has been modernized.

The two connected «ff» in the center offer a high recognition value.

Impact for the customer

- Visual impact only
- Higher recognition value of the brand logo
- No impact on product specifications nor performance

Identification

Existing logo

New logo



Estimated Schedule

The old logo will be phased out and subsequently replaced by the new logo. To avoid unnecessary waste of materials, existing packaging cartons will be used up, before introducing the new design.

Customer enquiries

You may address any technical enquiries regarding this PCN by sending an E-Mail to pcn@schaffner.com. Please refer to the "Change number" on page 1 for faster response.

Quality assurance measures

Application of ISO9001:2015 and exceeding Schaffner standards for outstanding quality in all involved design centers and manufacturing locations.

Date of announcement

23.05.2022

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