



## Totech Reveals New Brand Identity with Redesigned Logo and Updated Website



Totech, the Moisture Sensitive Device (MSD) handling & storage specialist and member of the ASYS Group, has launched a new corporate brand identity, redesigned logo, and updated website.

As part of the rebranding, the company name changes from Super Dry Totech to simply Totech with a tagline of 'Smart storage & Logistics'. This name change is part of Totech's strategy to accommodate their ever-widening range of capabilities, to enable them to expand upon their services and to help customers identify with the brand in the marketplace.

The refreshed visual brand identity better represents the core purpose of the company and its products. The icon at the beginning of the new corporate logo represents a stack of SMD component reels, the preferred component packaging for today's manufacturers. The letters of the Totech name then represent the journey of these reels through the Storage & Logistics process.

Of course, Totech is able to offer customers multiple options for safe component storage and logistics and this is where product brands will differentiate the products.

Super Dry will continue to be the recognised brand of the leading Dry cabinets in the market. Dry Tower is the automated storage and material logistics solution which the company continues to grow with ASYS. LTS is a long term storage as a service offering, allowing manufacturers to forward purchase and safely store (and test) large quantities of components, off site. Smart Connect Software Solutions groups the Totech software solutions which enable connectivity & allow manufacturers of any size to

comprehensively maintain control of all their component inventory and particularly their moisture sensitive devices

Each of these business sectors is represented by one of the colours in the new colour cube brand marking, which sits alongside the ASYS Group branding.

“We have grown our business significantly over the last few years. Our brand relaunch represents the natural evolution of that transformation,” said Jos Brehler, Totech CEO. “Today, Totech offers customers a whole range of the highest quality, innovative Dry Storage and Logistics Solutions for the safest storage of (Moisture Sensitive) Devices. It’s imperative for our brand to reflect this and the tremendous value we bring.”

He continued, “While visually this is a significant change, our core beliefs haven’t changed. Our team of dedicated professionals will continue to enable our customer’s success. We will continue to provide the same, or better, level of professionalism that they have always experienced”.

<https://www.totech.eu>

Delivering globally to the world’s top tier OEM and EMS companies, and manufacturing in Asia and in Europe, Totech has become the industry measure for ultra-low humidity storage. Proper control of moisture sensitive devices (MSDs) per IPC and JEDEC standards has become more critical than ever since the introduction of lead free and its higher reflow temperatures. With a track record that covers customers large and small, Totech can provide the confidence that storage issues are under control.

As of May 2017 ASYS automation Group (Dornstadt, Germany) became a majority investment partner.

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