

March 14, 2005



Press release

Laing with a new look at ISH - New corporate design set to strengthen the brand even further.

The Swabian company Laing comes to ISH 2005 with a completely reworked new image. The spherical motor invented by Laing is a central feature of the new look. The keystone of the shaftless spherical motor is the rotor, or more specifically, the rotor/impeller unit. So the new logo embodies a stylised red rotor in the new brand label. The claim: "Simply the best. By design." completes the logo and takes up the theme of the simple structure of the spherical motor principle and the advantages that go with it.

"Our technical competence and the advantages of the spherical motor are coming increasingly to the forefront." Says Oliver Laing, who, together with his two brothers Karsten and Birger Laing, heads up the company. All product images are therefore supported with technical drawings, giving an insight into their inner workings, which, more often than not, conceal a spherical motor. The presentation draws heavily on technical and CAD drawings. Key aspects of a product are emphasised with yellow lines. This is intended to underline the technical expertise of Laing, for this is the central feature and fountain head of this medium sized company: before the second generation began production in 1979, the company was already active as a research and development institution. "We have adapted and modernised our image in order to further strengthen our profile in the worlds of commerce and craft technology." says Richard Böhland, Senior Marketing Manager for Laing. To achieve the maximum impact, the manufacturer wishes to present a consistent and unified image in all its advertising and communications. The subsidiaries in the USA, Japan and Hungary, too, will appear in future with the same unified image. The change will take place in stages. Laing will appear at ISH already with the new corporate design. Other communication media such as the Internet will receive attention in the next weeks and months. The whole relaunch process is due to be completed by the end of 2005.

Laing have been working since the beginning of the 50s in research and development concerned with products in the fields of pump and heating technology. The original Swabian research and development institute has grown today into an international concern with factories and production plants in the USA, Japan, Germany and Hungary and employs almost 500 people world wide. At the same time, Laing are successfully involved outside the sanitation, heating and air-conditioning sector: they were recently awarded the Prize for Innovation from the German Federal State of Baden-Württemberg for a new circulation pump which forms the heart of a water cooling system for computers. Laing are exhibiting at ISH in Frankfurt, Hall 6.1, Stand C41 and Hall 9.1 Stand C90.

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High resolution pictures

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Company profile

Foundation	Family enterprise since 1950
Management board	Oliver Laing, Karsten Laing, Birger Laing
Group of companies	<p>Laing Holding GmbH located in Remseck, Germany www.laing.eu</p> <p>Laing GmbH Systeme für Wärmetechnik located in Remseck, Germany www.laing.de</p> <p>Laing Thermotech, Inc. located in San Diego, U.S.A. www.lainginc.com</p> <p>Laing Szivattyú Kft. located in Cegléd, Hungary www.laing.hu</p> <p>Laing Pump K.K. located in Osaka, Japan www.laingpump.co.jp</p>
Employees	Worldwide approx. 500 employees

Product range	<ul style="list-style-type: none">· Pumps· Mixing modules and heat exchangers for underfloor heating· Electrical heaters· Control units· Special products and OEM versions
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About us

Laing have been working since the beginning of the 50s in research and development concerned with products in the fields of pump and heating technology. The original Swabian research and development institute has grown today into an international concern with factories and production plants in the USA, Japan, Germany and Hungary and employs almost 500 people world wide. Today, the product range consists of shaftless spherical motor pumps invented by Laing, mixing modules and heat exchangers for underfloor heating, electrical heaters and control units.

Further information can be found on <http://www.laing.de/eng/company>