

Moventas Reintroduces Santasalo Brand And Rebrands Group

Moventas remains renewable energy brand

Moventas has today reintroduced its legacy brand Santasalo® as the brand for its industrial gears business.

The Moventas Group, now renamed Santasalo Moventas, has two brands and business areas; Santasalo for

industry and Moventas for new energy.

Santasalo Moventas now reintroduces its long-standing brand Santasalo as the brand for its industrial gears

business, industrial gearboxes and related after sales service: Santasalo – Geared for Industry and Santasalo

Moventas – Geared for Service.

Santasalo is a major part of Santasalo Moventas' history since the 1940's and a trademark that the company

owns. Moventas – Geared for New Energy, a recognised brand in the renewables industry, will remain as the

brand for renewable energy technology, such as wind gearboxes, and related service.

While reintroducing Santasalo, Moventas has also changed its group identity to Santasalo Moventas, to better

reflect the two equally strong brands under its umbrella. Santasalo Moventas' legal structure remains, but its

operational structure will be divided over this winter, to enable more flexibility in fulfilling customer needs on a

global scale for both businesses.

Santasalo now has a new visual identity, strongly relating to the industrial audiences it serves. Both Santasalo

and Moventas have today launched new websites. New, separate brand sites enable a more user friendly and

customer-focused approach than before, offering targeted, high-quality information for different customer

industries.

A new Santasalo Moventas group website has also been launched and can be accessed from either www.santasalo.com or www.moventas.com, or directly at www.santasalomomentas.com.