

Removal of Heritage Element 'Formerly Danfoss Compressors'

According to the contract with the Danfoss Group, Secop will remove its heritage element 'Formerly Danfoss Compressors' from all type labels (Fig.1) and from all Secop branded external facing communication material from November 2012.

The Secop type label has been introduced in February 2011.

Changes introduced on the Secop type label were:

- Danfoss logo replaced by Secop logo and 'Formerly Danfoss Compressors'
- Position of code number
- Indication 'suction connector' replaced by 'suction'

Fonts, colours, formats, all content and code numbers stayed the same.

The image below (Fig.2) shows an example of our compressors as they will look without the heritage element.



Fig.1 Old Secop type label and new Secop type label without heritage element

Secop GmbH

Munich-based industrial holding company AURELIUS AG acquired Danfoss Household Compressors from the Danfoss Group, Denmark. The agreement to take over the Danfoss Household Compressors business was signed in July 2010.

In connection with the new ownership Danfoss Household Compressors has changed its name to Secop GmbH. Secop remains a close, long-term partner of the Danfoss Group, as it will continue to sell a major part of its products and solutions, through the Danfoss Group and its sales companies.

With more than 50 years of experience in compressor technology and highly committed employees, our focus is to develop and apply the advanced compressor technologies to achieve standard setting performance for leading products and businesses around the world.



Fig.2 Compressor with new Secop type label

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