

Scheer Group focuses on the future: More innovation, improved service, stronger brand

- **Same trust, new look** – The Scheer Group brand continues to evolve, while its commitment to high-quality solutions and services remains unchanged.
- **Enhanced customer experience** – The unification under one roof boosts clarity, consistency, and synergies across the business units.
- **Debut at Hannover Messe** – Experience Scheer Group innovations live at the leading industrial trade fair.

Saarbrücken, 5 March 2025. The companies of the Scheer Group will now present themselves with a unified brand identity, bringing together their strengths under one common umbrella. Scheer IDS, Scheer PAS, and Scheer IMC will operate as a single, strong entity under the Scheer brand. The aim of this strategic realignment is to optimise clarity, consistency, and collaboration within the group while strengthening market presence.

With this new brand identity, the Scheer Group is positioning itself with a more coherent and impactful presence, without compromising its established values and high standards for innovative solutions and first-class services. Customers and partners will benefit from improved communication and more efficient collaboration across the group.

"Our customers are at the heart of everything we do. Through the new brand structure, we are not only strengthening our identity but also creating a more powerful and better-connected organisation that will further drive our innovation and service excellence," emphasised Professor Dr August-Wilhelm Scheer, founder of the Scheer Group.

A particular highlight of the new brand strategy will be the group's first joint appearance at Hannover Messe in April 2025. Here, the Scheer Group will showcase its combined expertise and innovative solutions for digital transformation. Visitors will have the opportunity to experience the advantages of the new brand structure first-hand and engage in dialogue with the Scheer Group's experts.

With this strategic realignment, the Scheer Group is sending a clear signal of future-readiness and customer focus.