

## New Image

### **SONG CHUAN EUROPE: New design, proven quality**

We're sure you noticed it at the very first click: The relay manufacturer Song Chuan has a new look, a fresh face in line with the times.

A glance at these pages will already have given you an initial impression. The new colours and characteristic design elements create a livery that shows the European market what we are:

a modern and quality-conscious partner.

Forming the basis of the new design are dynamic modules and a colour code which not only conveys a sense of freshness but also creates a clear-cut structure for the individual areas Industrial, Automotive and General Purpose. The new design elements feature in the European product catalogues and in the company's appearance at electronica 2008 in Munich; they are incorporated in advertisements, corporate presentations and of course in this website.

This unified design helps to shape a forceful identity which distinctively profiles Song Chuan as a capable, competent partner for electromechanical components and state-of-the-art relays.

**Legend:** The dynamic modules and the colour code convey a sense of freshness and create a clear-cut structure for the individual areas Industrial, Automotive and General Purpose.

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