



EBE sensors + motion with New Basic Technologie and Brand Identity at the electronica 2018

Leinfelden-Echterdingen, 05 October 2018. New technology, new logo, new website, new brand identity. The EBE Elektro-Bau-Elemente GmbH located in Leinfelden-Echterdingen makes a new start. From 13 to 16 November 2018 the specialist for sensor technology presents itself under the new brand name EBE sensors + motion at the electronica in Munich (hall B3, stand 430).

The company EBE Elektro-Bau-Elemente GmbH has consistently evolved into a competence center for sensor and drive systems for price-sensitive markets. The new logo is designed to express this new market presence. A new measuring principle for the level measurement of critical liquids also allows the detection of the levels of highly adhesive media. New sensor technology platforms have been created to allow for many new and very cost-efficient applications.

All these news: The new managing director Armin Wellhöfer drives forward market presence, logo, new website and the new sensor technology platforms. With his vast experience in sensor technology he will lead the company EBE Elektro-Bau-Elemente GmbH in Leinfelden-Echterdingen to further growth. Many of his new impulses will already be visible at the electronica 2018. Our engineers will be happy to present them.

“In recent years EBE has consistently evolved in terms of technological competence. Our innovative force is reflected by in-house technology platforms for capacitive and inductive sensor systems and by a series of sensor and mechatronics developments”, Wellhöfer argues.

Logo shows strength of EBE

The new brand identity is supposed to express the technological strength and dynamics of EBE sensors + motion. The agency Head.Marketing GmbH in Raubach has developed the corporate design as well as the trade fair stand, the website and the brochures.

Bernd Josef Hermann, managing director of the agency Head.Marketing who has developed the corporate design, explains: “With its new logo EBE visualizes its consistent focus on the future. The lettering EBE in the center of

the logo has been typographically refined so that the market core is preserved but shows some distinct evolution.”

The new lettering appears wider, has fine partial roundings, seems organic, lively and thus future-oriented. The pixel arrow aspiring from the name underlines the direction of the company: modern, lively, positive, in motion and oriented towards the future. Bernd Josef Hermann: “The elements stand for future and innovation in sensor and drive technology, for motion and digitization alike.”

The EBE logo is completed and clarified by the claim “sensors + motion” in technically striking typography. It is an individually designed typeface in deliberate contrast to the typeface of the EBE lettering.

Press Photos available on www.ebe.de, News

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Short Profile

The company EBE Elektro-Bau-Elemente GmbH (www.ebe.de) based in Leinfelden-Echterdingen offers OEM-solutions in the fields of sensor and actuating technology, mechatronics, drive technology and magnetic engineering. EBE develops customized solutions and manufactures serial products for OEM customers. The focus lies on capacitive and inductive sensors, among others for level monitoring based on sensor technologies developed in-house as well as mechatronic systems. A further focus lies on intelligent door opening modules for appliances or sensor systems for white goods, medical engineering and mobility. The sensor program also includes level sensors, pressure sensors, position sensors, radar sensors, and more. Furthermore, EBE manufactures solenoids for a variety of applications as well as robust rotary switches, buttons and encoders and adapts them to the customer requirements. The company sees itself as a competence center for the development and production of sensor systems and drive technology for price-sensitive markets. EBE predominantly supplies four markets: Appliances, industry, medical engineering and mobility. The technology company was founded in 1950 and employs a total of 150 people at its three production locations in Leinfelden-Echterdingen, Schwabach and Friedrichshafen.

Press Contact

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