PRESS INFORMATION

Your press contact:

Jens Augustin

augustin@martor.de

www.martor.de

MARTOR KG

Lindgesfeld 28

D-42653 Solingen

Germany

30 May 2022

**THE SAFER WAY TO CUT.  
A NEW SLOGAN FOR MARTOR.**

**When we renewed our brand identity in 2013, the time had also come for a fresh slogan, which has accompanied us ever since: ENJOY SAFETY MADE IN SOLINGEN. With our new corporate strategy, we are now taking the next big steps. We want to grow further, win new customers in new markets and become even more efficient, digital and international.**

And: We want to tell people even more clearly what we stand for in the future. That is why we are replacing „ENJOY SAFETY“ with our new MARTOR slogan:

THE SAFER WAY TO CUT.

It is crisply short, internationally comprehensible and has the self-confidence of a market leader: Whoever chooses us, our products and services, lives and works safer (than if he chooses someone or something else).

All MARTOR media will carry this slogan in the future. Even more: Wherever moving images and/or sounds are used in our media, the (unchanged) MARTOR logo will be available together with the new slogan in animated form:

è [Link to the Soundlogo](https://youtu.be/kKNHlQWqlgg)

In addition, we have produced three new videos for the introduction of the new slogan, which show THE SAFER WAY TO CUT from the most groundbreaking and inspiring side. The three successful products SECUNORM 500, SECUPRO 625 and SECUMAX 350 are representatives of their safety classes.

Have fun:

è [Link to the SECUNORM 500 aesthetic video](https://youtu.be/SsIP_zuPKd8)

è [Link to the SECUPRO 625 aesthetics video](https://youtu.be/gOwsZVEoWgo)

è [Link to the SECUMAX 350 aesthetics video](https://youtu.be/SdBiGM6kZnQ)

Characters including spaces: 1.436