



## steute Technologies reshapes Group brand architecture to reflect its evolution as a global industrial technology group

**Löhne, Germany – 14 October 2026** – steute Technologies is reshaping its Group brand architecture to reflect the company's continued growth and evolution into a broader global industrial technology group.

Through organic growth and targeted acquisitions, steute Technologies is continuously expanding its portfolio of established businesses, complementary technologies and specialist expertise across the medical and industrial sectors. The new brand architecture creates a clearer connection between these businesses and steute Technologies, strengthening the visibility and coherence of the organisation as one global industrial technology group.

At the centre of the architecture will be steute, the Group's flagship technology brand. The individual specialist businesses retain their established brands, expertise and market focus as operating brands, while steute Technologies serves as the corporate identity connecting the businesses and representing the Group as a whole.

### **A stronger, connected Group**

The reshaped brand architecture makes the breadth of expertise and capabilities across steute Technologies more visible, while preserving the established brands and customer relationships that underpin each business.

The individual businesses continue to serve their respective markets while gaining access to complementary capabilities, knowledge and technologies across the wider Group. This supports closer collaboration, knowledge sharing and innovation, while enabling the organisation to respond to increasingly complex customer requirements.

The Group brings together capabilities spanning sensing, control, automation, safety, wireless technologies and machine monitoring for demanding medical and industrial applications.

"Our business is at the beginning of an exciting new phase. Over the past six months, we have started building a broader and more capable global industrial technology group, connecting strong businesses, technologies and expertise while continuing to grow through organic development and targeted acquisitions.

steute becomes the Group's flagship technology brand, while our individual businesses continue to bring deep expertise and established customer relationships to their respective markets. As we continue to grow, the new brand architecture makes the relationship between these businesses and steute Technologies clearer, helping customers and partners see the broader capabilities available across the Group.

This is not about changing who we are. It is about creating a clear foundation for where we are going," says Gareth Dean, Chief Commercial Officer at steute Technologies.

## **One Group, complementary expertise**

The new brand architecture provides a foundation for the continued development of steute Technologies, enabling the Group to grow dynamically while maintaining the specialist expertise and market focus of its individual businesses.

Through continued organic growth and targeted acquisitions, steute Technologies will expand its capabilities and market reach, creating further opportunities to connect expertise and develop technologies across the organisation.

Together, these capabilities support the ambition of steute Technologies to deliver high-performance sensing and control solutions for some of the world's most demanding medical and industrial applications.

## **A shared vision for the future**

The evolution of the Group brand architecture is supported by a strengthened steute Technologies Vision and Mission, providing a common direction as the organisation continues to grow and evolve.

### **steute Technologies Vision**

To be the world's leading provider of sensing and control solutions for the most demanding environments.

### **steute Technologies Mission**

We design and deliver high-performance sensing and control solutions for the world's most demanding medical and industrial applications. By combining deep expertise and close customer partnerships, we create system-relevant innovations that enhance safety, efficiency and reliability worldwide.

"The future of steute Technologies is about continuing to build on the strengths of our businesses while connecting complementary technologies, expertise and capabilities across the Group. We are creating an organisation that can grow dynamically while maintaining the specialist expertise and customer focus that our businesses bring to their respective markets.

The new brand architecture gives us a clearer platform for that future: one Group, connected by expertise and focused on creating solutions for the world's most demanding environments," says Martin Kunz, CEO of steute Technologies.

## About steute Technologies

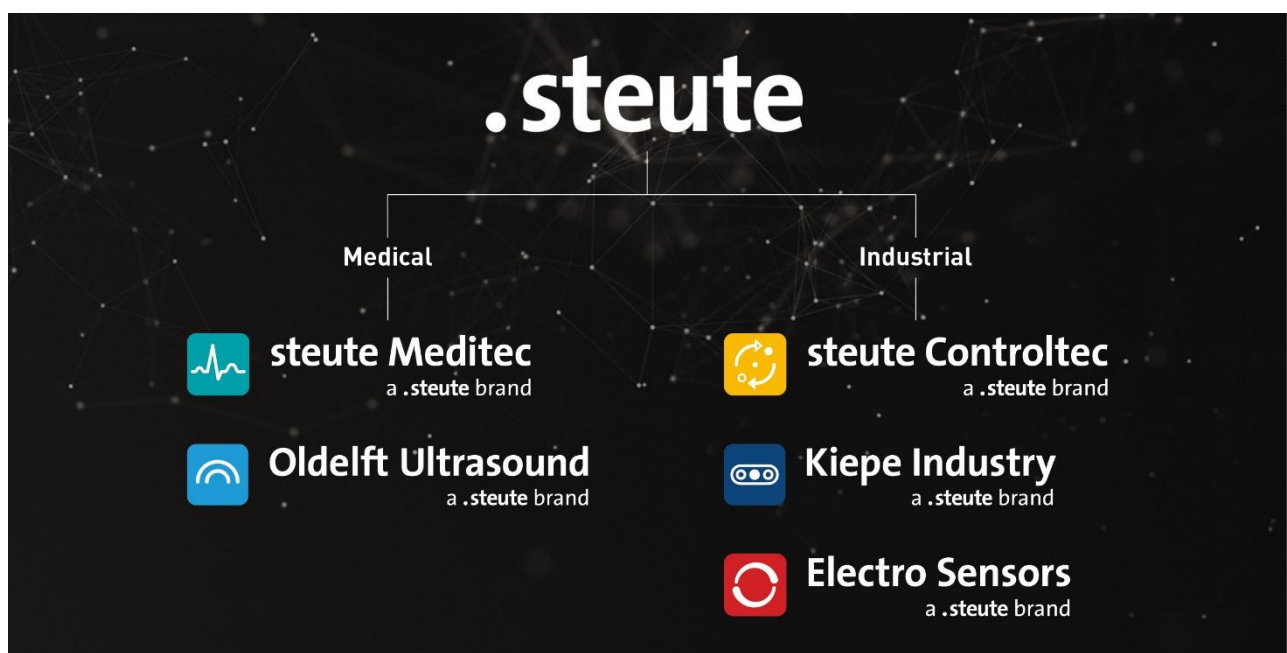
steute Technologies is a Germany-based global industrial technology group, owned by Battery Ventures, developing high-performance sensing and control solutions for demanding medical and industrial applications.

At the heart of the Group is steute, its future flagship technology brand, with a heritage dating back to 1961. Around this established foundation, steute Technologies continues to expand its portfolio of complementary businesses, technologies and specialist capabilities across the medical and industrial sectors.

The Group's businesses retain their established identities, market expertise and customer relationships, while being connected to the wider steute Technologies organisation and its complementary capabilities.

Headquartered in Löhne, Germany, steute Technologies employs approximately 560 people globally and has a presence in more than 40 countries through dedicated facilities, sales subsidiaries and partners.

For more information, visit [www.steute.com](http://www.steute.com).



New Group Brand Architecture