



POWERING POTENTIAL



REBRAND | SME Group

ENGINEERING

The Italian SME Group are experts in the design and manufacture of controllers and motors for a wide range of applications.

Since 1974, SME has been the preferred partner for customers in the material handling, agriculture, wind turbine and EV markets.

In 2018 SME bought Schwarzmuller Inverter and decided to rebrand.

In January 2019 Dana Inc. bought the SME Group.

Challenge

As a long established successful family business, the SME Group were a dynamic and growing enterprise and needed to refresh their identity and operations. Clarity we were asked to advise on their family of products and rationalise them whilst looking at new naming conventions.

Approach

Clarity as always, looked at the purpose, values and business proposition as well as their visual identity. A single structured approach was adopted and a compelling story was developed, resulting in the 'Powering Potential' strapline. A strong visual presence was created together with bold, dynamic imagery specifically for their electric markets.

Outcome

In early 2019, Clarity launched everything at a show in Stuttgart, Germany with great applause and respect from visitors and customers alike. This work represented a tremendous focus and investment from SME and with the breaking news that Dana, the global technology leader in efficient power acquired the SME Group at this time.

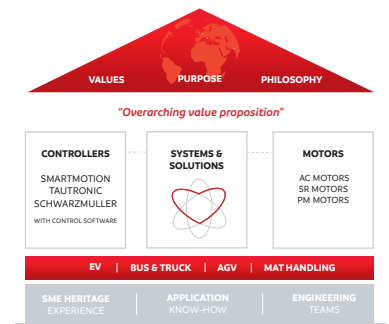
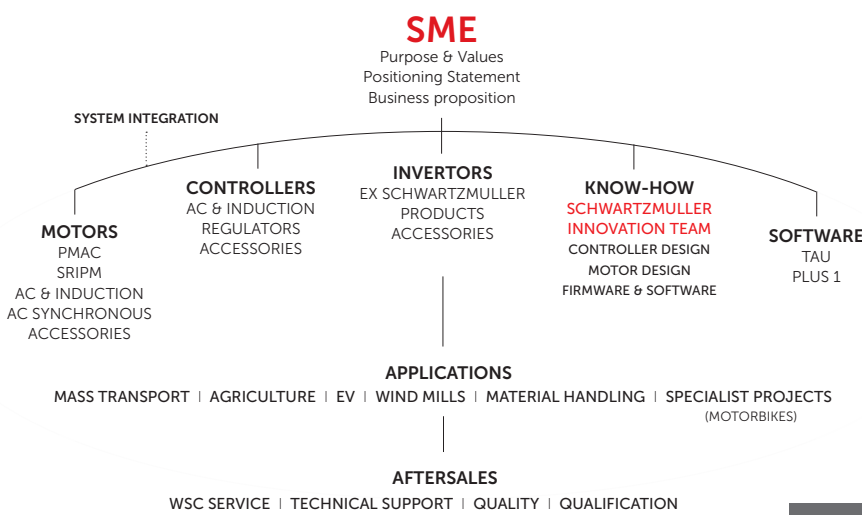
Clarity provided:

- Brand identity
- Brand strategy
- Product architecture
- Product naming
- Visual styling
- Tone of voice
- Identity guidelines
- Technical literature
- PowerPoint
- Exhibition design

Revised and created:

- Purpose
- Values
- Strapline
- Tone of voice

ONE GLOBAL BRAND



The values we live by

At SME we have a thirst for INNOVATION and by working together as a TEAM, our collective AMBITION is driven by our pride and PASSION to achieve engineering excellence whilst contributing to a SUSTAINABLE world.



# PROPOSITION

The SME Group deliver exceptional engineering solutions and systems that optimize our technology for challenging applications in our chosen markets.

CONTROLLERS | MOTORS | SOLUTIONS

**SMARTMOTION CONTROLLERS™**  
POWERED BY TAU SOFTWARE

**TAUTRONIC CONTROLLERS™**  
POWERED BY TAU SOFTWARE

**SCHWARZMÜLLER INVERTERS™**  
POWERED BY PLUS11 SOFTWARE

**TAUTRONIC INVERTERS™**  
POWERED BY TAU SOFTWARE

EVO	EV1S	RE1S	SY1S	
	EV1M			RE1M
	EV1L			RE1L
REVO		SY1M		
			SY1L	
SYNCRO				

