

Press Release

Attractive design underscores commitment to high quality

Automotive Aftermarket of Schaeffler gives product packaging new optics

A clear design, high quality product pictures, and an unmistakable brand allocation – the Automotive Aftermarket division of Schaeffler is now delivering spare parts and repair solutions in newly-designed packaging worldwide.

LANGEN, XX July 2018. A mix of the new and proven characterize the reworked design, which is being introduced in a step-by-step process to the product packaging of Schaeffler's Automotive Aftermarket division. To optically underscore the high quality of the solutions they contain, the packages now have large, high-quality and photo-realistic pictures of individual products and complete repair solutions. And for the first time, an additional focus has been put on the umbrella brand Schaeffler, which is prominently displayed directly over each of the product pictures.

Each package has a band printed on it that ensures distribution partners and garages can continue to identify each product brand quickly. This band is the color of each product brand – LuK in its typical yellow, the INA brand in green and FAG in red. The product name on each package is in ten languages as well.

“With us, you'll find high quality in every detail – from a single clutch, all the way to accessory parts like the screws and bolts delivered in many of our repair solutions,” said Rouven Daniel, Director Marketing and Communications at Schaeffler's Automotive Aftermarket division. “And it's precisely this commitment to quality that we are expressing in our new packaging design. In addition, our Automotive Aftermarket organization moved closer to the Schaeffler Group when it was established as a stand-alone division on 1 January 2018. Seen clearly now on our product packaging, therefore, is our umbrella brand Schaeffler, which will continue to be strengthened by the familiarity of our established product brands. But at the same time, we are making sure that our product brands, and the attributes associated with them, remain recognizable at garages and distributors.”

In accordance with its sustainability strategy “Responsibility for tomorrow,” Schaeffler chose the materials and manufacturing of the new packaging with a focus on high environmental standards. All packages are easy to dispose of and recycle.

More information about the entire product portfolio of Schaeffler’s Automotive Aftermarket division is available at the online portal REPERT (www.repxpert.com). You can get firsthand information as well at the Automechanika Frankfurt, which will be held from 11 to 15 September 2018. Visit us in the Forum of Messe Frankfurt, stand A01 – learn more here: www.schaeffler.com/en/automechanika.

Picture: Schaeffler



Whether it’s for passenger cars, light and heavy commercial vehicles or tractors – Schaeffler products of the LuK, INA and FAG brands will be found on the shelves at garages and distributors in newly-designed packaging in the future.

About Schaeffler

The Schaeffler Group is a global automotive and industrial supplier. Top quality, outstanding technology, and exceptionally innovative spirit form the basis for the continued success of the company. By delivering high-precision components and systems in engine, transmission, and chassis applications, as well as rolling and plain bearing solutions for a large number of industrial applications, the Schaeffler Group is already shaping “Mobility for tomorrow” to a significant degree. The technology company generated sales of approximately EUR 14 billion in 2017. With more than 90,000 employees, Schaeffler is one of the world’s largest family companies and, with approximately 170 locations in over 50 countries, has a worldwide network of manufacturing locations, research and development facilities, and sales companies.

The Automotive Aftermarket division is responsible for Schaeffler’s global spare parts business. Its four product brands – LuK, INA, FAG, and Ruville – and REPERT, its service brand for garages, stand for technical excellence, intelligent solutions and outstanding services. A global network of approximately 11,500 distribution partners and more than 50 sales and representative offices ensure a close proximity to customers.



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Contact:

Rouven Daniel, Director Marketing & Communications, Schaeffler Automotive Aftermarket GmbH & Co. KG,
Tel. +49 6103 753-3805, email: aftermarket.press@schaeffler.com